

Joshua Cook

Division Manager

Provo, UT - Email me on Indeed: [indeed.com/r/Joshua-Cook/73d540de59c94470](https://www.indeed.com/r/Joshua-Cook/73d540de59c94470)

WORK EXPERIENCE

Division Manager

HEWLETT PACKARD - American Fork, UT - 2010 to 2012

Directed cross-functional team of brand managers and designers, led projects from inception to completion, managed

client relationships and strategic partnerships.

- Reduced costs \$100K annually by building a CRM framework to track customer experience and user interaction,

directly leading to the identification and resolution of 85% of all product defects.

- Drove an 11% increase in sales revenue and a 15% increase in worker efficiency by conducting quarterly performance reviews and goal setting sessions with 20-member team.

- Established training system focused on quality and customer experience, saving the company more than \$120K in annual operating expenses by implementing peer-directed trainings and educational workshops.

- Captured \$500K in operating cost savings by leveraging strategic partnerships and optimizing a global network of 200+ designers to shave two-weeks off a four-week average throughput time for 20,000 design projects.

Team Lead

Hewlett Packard - 2009 to 2010

Hired, trained and motivated team of project managers to improve user experience and ensure operational efficiency.

- Earned all-time highest customer satisfaction rating (9.3/10) by implementing new incentive plan to align employee efforts with consumer needs.

- Developed new hiring and training methodology that streamlined a 2-month training cycle to 2 weeks, reducing

ramp-up time by 80% and eliminating a 30% attrition rate, which yielded \$85K in savings.

- Initiated monthly inter-departmental coordination meetings with client services, product development and marketing teams to ensure accurate content is developed and targeted to reflect actual customer utilization.

Brand Consultant

Hewlett Packard - 2008 to 2009

Managed and coordinated the successful design of over 500 logo and stationery projects by consulting with clients to achieve effective marketing and branding solutions to target consumers.

- Delivered extraordinary user experiences to high-profile HP clients, marketing executives, and business owners

resulting in consistently positive reviews and capturing return business of 85% of clients.

- Reclaimed \$35K in revenue resolving consumer pain points and salvaging damaged projects through creative project and client management.

Market and Strategy Researcher

BRIGHAM YOUNG UNIVERSITY - Provo, UT - 2007 to 2008

Proven track record of leading groups in market research, product positioning and strategy innovation.

- Created a brand strategy for Square Magazine to acquire 30% greater market share by crafting an advertising campaign to position themselves against direct competitors.
- Evaluated customer penetration for non-profit organization by performing face-to-face interviews, conducting focus groups, and processing findings using SPSS to profile target consumer and build messaging channels.
- Analyzed media coverage of a political candidate across six regions of the United States to evaluate statistically significant differences in consumer interests based on geography using 1,000 sample articles.

EDUCATION

Bachelor of Arts in Communications

BRIGHAM YOUNG UNIVERSITY - Provo, UT

2008

MBA in Marketing and Strategy

MARRIOTT SCHOOL OF MANAGEMENT - Provo, UT

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University Honors Graduate