

+62245 5555 5555



James R. Jones

www.jjones.com



Brand Manager

info@jjones.com



@jjones



I'm a fast-minded, creative problem solver that thinks outside the box. I've been in a brand management position for several large companies around the US. I love challenges, photography and scuba diving in the Far East.

Objective



To find a management position in marketing that would use a combination of the skills and knowledge gained during my six years in the food and beverage industry, and while pursuing my MBA in marketing.

Education



Masters of Business Administration in Marketing

2007–2011

State University, Worcester, Massachusetts

Bachelor of Arts in Marketing

1999–2004

The College of St. Henry, Springfield, Massachusetts

President, The Marketing Club, 2001–2003

Relevant Courses:

- Consumer Behavior
- Marketing Research
- Promotional Strategy and Planning
- Consumer Preference Formation and Change
- New Product Development and Management

Experience



Associate Brand Manager

2007–present

Cola Company, Seattle, Washington

- Manage growth and integrity of the clear soda product line to ensure revenue goals are met.
- Oversee consumer, retailer, and wholesaler promotions.
- Develop and write sales support material.
- Organize and lead training conferences and seminars for sales manager, buyers, and merchandisers.
- Supervise two junior staff members.

Assistant Brand Manager

2005–2007

Clear Springs, Inc., Seattle, Washington

- Designed and led focus groups to study the efficacy of proposed consumer promotional campaigns
- Developed point-of-sale promotions to introduce new flavored-water product
- Performed financial analysis on brand performance

Skills



- Consumer promotions development
- Financial analysis
- Branding
- Team-oriented
- Motivated MBA student
- Lexis Nexis
- Microsoft Office XP (Word, Excel, Outlook, PowerPoint)



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Skills

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- Financial analysis
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- Microsoft Office XP (Word, Excel, Outlook, PowerPoint)

Richard Lin

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Technology Entrepreneur, Programmer, Innovator

When I get excited about an idea, there is nothing that can stop me from turning it from a mere idea into a real marketable product. I specialize in startup creation, idea development, and evangelism marketing. I strive to bring innovation to everything that I do and my life goal is to touch the lives of all 7.3 billion people on this earth and change it for the better.



Objective

To continue to pursue my dreams of operating a



Experience

2015–present

Chief Executive Officer

Agora Technologies, Troy, New York

- Manage growth and integrity of the clear soda product line to ensure revenue goals are met.
- Oversee consumer, retailer, and wholesaler promotions.
- Develop and write sales support material.
- Organize and lead training conferences and seminars for sales manager, buyers, and merchandisers.
- Supervise two junior staff members.

2013–present

Chief Executive Officer

Clear Springs, Inc., Seattle, Washington

- Designed and led focus groups to study the efficacy of proposed consumer promotional campaigns
- Developed point-of-sale promotions to introduce new flavored-water product
- Performed financial analysis on brand performance



Education

2014–2018

Bachelor of Science in Computer Science dual Business Management

Rensselaer Polytechnic Institute, Troy, New York

2010–2014

High School Diploma

The Bronx High School of Science, Bronx, New York

Student Director of Information Technology, Observatory Yearbook

Programming and Electronics Department, FRC Team 1155



Skills

- Consumer promotions development
- Financial analysis
- Branding
- Lexis Nexis
- Microsoft Office XP (Word, Excel, Outlook, PowerPoint)

James R. Jones
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Date April 9, 2013

To Nick Johnson
Human Resources Director
(Company name)
2999 Sawchuk Lane
San Diego, CA 90000

Subject Job application

Dear Mr Johnson,

I am writing today in response to your advertisement for a(n) _____
(name of position) in the _____ (date) edition of (name of publication).
On my enclosed resume, you will find that I have the skills and work experience
necessary to fill this position.

_____ (name of acquaintance) suggested that I contact
you regarding the opening for the (name of position) position available at your
organization. I have enclosed my resume, which showcases my skills and experience.

In response to our telephone conversation on _____ (date), regarding the job
opening _____ (name of company) has for a _____
(name of position), I am pleased to enclose my resume for your consideration.

In response to your company's ad, which appeared in the _____ (date)
issue of _____ (name of publication), please consider me for the
_____ (name of position) opening your company has available.

I have enclosed my resume for your perusal.

Yours sincerely,


James R. Jones