

# Gregory Elizondo

## Objective

To obtain the Email Marketing Specialist position with the King Arthur Flour Company.

## Work Experience

Peter Harris Creative, Marketing Associate  
Keene, NH. January 13 - Present

- Communicate sound marketing strategies to clients
- Design and develop websites for clients
- Manage social media accounts and promote engagement
- Write marketing and sales copy
- Design, edit, and produce print catalogs

Orchard Street Chop Shop, Server  
Dover, NH. January 11 - October 12

- Served patrons in a fine dining atmosphere

Cantine Mexican Kitchen, Server  
Peterborough, NH. September 09 - December 10

- Provided a pleasurable dining experience for patrons

Heath Korvola Photographic, Production Assistant  
Whitefish, MT. November 08 - July 09

- Managed model releases, contracts, and other documents
- Processed and re-touched images prior to release
- Catalogued stock images for licensing

Hammer Nutrition, Purchasing Manager  
Whitefish, MT. March 08 - October 08

- Placed purchase orders for all products
- Managed more than 1 million dollars worth of inventory
- Updated multiple inventory websites on a daily basis

Hammer Nutrition, Assistant Web Manager  
Whitefish, MT. December 07 - February 08

- Created and managed a live inventory outage report
- Managed our Search Engine Marketing accounts with Google AdWords and Yahoo! Search Marketing

## Contact Information

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## MBA Projects

NetImpact, Technology Chair

- Managed social media accounts
- Maintained Wordpress CMS

WS Badger, Marketing Plan

- Acted as project manager for a 3-person team
- Co-developed a full marketing plan and strategic vision
- Presented plan to company owners

Practicum, Restaurant Marketing Guide

- Interviewed industry experts
- Compiled and reviewed comprehensive list of resources
- Demonstrated findings in 30-page report and live presentation

Cheshire County, Business Plan

- Acted as liaison between team and county stakeholders
- Co-developed business plan for Cheshire County farm/land parcel
- Presented final plan to key county stakeholders

GoPro, Strategic Audit

- Created SWOT analysis
- Surveyed internal/external factors
- Crafted strategic audit, presented findings in report and presentation

## Education

Antioch University New England  
Keene, NH. 2010-2012  
MBA Organizational &  
Environmental Sustainability

Hope College  
Holland, MI. 2002-2006  
BA Communication

## Software

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HTML	Ruby
CSS	SQL
WordPress	Illustrator
Office	
InDesign	
Photoshop	
Mac	
PC	

## References

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