
JOHN SMITH

200 Brannan #415, San Francisco, CA B59EN ♦ H: 8978493874678743 ♦ M: 949.584.2572 ♦
joannaboydak@yahoo.com

PROFESSIONAL SUMMARY

Recent graduate with experience in marketing, sales and customer service. My ability to work with effective teams to meet deadlines while implementing creative solutions to exceed business objectives had led me to seek my next step in my career. I am looking for a Marketing role with a team-oriented atmosphere that rewards dedication and innovative thinking and offers room for career progression.

WORK HISTORY

Marketing Coordinator, 01/2009 to 08/2009

European Touch Housecleaning Inc

- Responsible for presenting a myriad of marketing packages, working with management on budgets, costs and a feasible partnership for customers.
- Partnered with internal and external decision makers to present effective marketing strategies, resulting in a revenue growth of 25% through the introduction of online advertising through ServiceMagic and Pennysaver.com.
- Optimized online presence through SEO and SEM, conducting research on various demographic groups to recommend tactics to acquire new and retain existing accounts.
- Utilized Zoomit software to optimize customer use online, improving website design while providing support to clients via phone and e-mail.
- Established budgets and analyzed prior year expenditures to forecast yearly annual spending, presenting findings to key decision makers and recommending effective strategies.
- Managed projects with a diverse group of competencies and cultures, working with teams on effective methods of communication to ensure project status updates are in place to meet strict deadlines.
- Responsible for all logistical aspects, including workshop activities, schedule coordination, event safety features and personnel.

Marketing Intern, 06/2008 to 08/2008

Hayes Martin Associates

- Held directly responsible for preparing job orders for ad, direct mail and brochure revisions, routing them through traffic to product and accounts teams for review and approval.
- Compiled client billing by pulling job jackets and writing job descriptions, logging all expenditures and budgetary items and routing for approval.
- Partnered with local media business partners on promoting events unique to the local market, resulting in increased revenue and bottom line profits.
- Worked hand in hand with marketing, advertising and public relations on product and service offerings, implementing programs targeted at new account development.
- Created all sales and promotional materials, including flyers, schedules of events, brochures and various other aspects of marketing portfolios.
- Corresponded with writers, helping create layouts and themes for special events and proofreading promotional literature for spelling and grammatical errors.
- Explored new markets and platforms, targeting new demographics to sell solutions and services, conducting field tests and reporting results to project teams.

05/2007 to 08/2007

Chili's Restaurant

Administrative Assistant, 05/2006 to 08/2006

European Touch Housecleaning Inc

- Responsible for office managerial duties and administrative tasks, including scheduling appointments, coordinate schedules and reviewing and processing documents.
- Oversaw office administration, customer service initiatives, filing, answering phone, and proper documentation.

- Implemented a process to coordinate employee work schedules, introducing online schedule postings that were readily accessible to optimize office staff production.
- Managed inventory control, working with suppliers on office supply ordering and costs via online and in person, ensuring necessary equipment is on hand to run the office efficiently.
- Oversaw the readiness procedures for daily office operations, including opening, having full front desk activities operational, and preparing the office at the close of business for the following day.

Server & Hostess, 05/2005 to 08/2005

Pool Bar & Grill and Motif, St. Regis Resort

- Summer positions while attending school) • Acted as the main point of contact for guests, distributing menus, answering phones and answering questions related to products.
- Collaborated with kitchen staff on menu items and development of food offerings, gaining feedback from clientele and recommending changes.
- Trained and mentored new employees on restaurant policies, serving techniques, customer service, cash balancing and money handling procedures.
- Utilized the Micros system for food and beverage service, providing prompt and efficient service to customers.
- Provided and ensured customer satisfaction through explanation of menu items, prompt service, and answering questions regarding special orders or concerns.
- Became thoroughly knowledgeable regarding menu items, ingredients and preparation to properly explain various choices to customers.

SKILLS

- | | |
|---|-------------------------|
| • Proficient in MS Office (Word, Excel, PowerPoint, Outlook | • Features |
| • Administrative, Promotional materials | • Filing |
| • Ad, Proofreading | • Inventory control |
| • Advertising, Public relations | • Managerial |
| • Billing, Reporting | • Marketing strategies |
| • Brochures, Research | • Marketing |
| • Brochure, Routing | • Market |
| • Budgets, Safety | • Micros |
| • Com, Sales | • Excel |
| • Oral, Scheduling | • Money |
| • Clientele, Answering phones | • MS Office |
| • Clients, Phone | • Office |
| • Client, Unique | • Outlook |
| • Customer satisfaction, Website design | • PowerPoint |
| • Customer service, Written | • Word |
| • Direct mail | • Office administration |
| • Documentation | • Personnel |
| • E-mail | • Policies |
| • English | • Polish |
| • Special events | • Presenting |

EDUCATION

Bachelors of Science: Business Administration, Marketing, 2009

San Diego State University

GPA: 3.70