IMA STUDENT

3003 Snelling Avenue North 952.123.6543
St. Paul, MN 55113 irstudent@students.nwc.edu

SUMMARY OF QUALIFICATIONS

Highly motivated college graduate with small business, marketing and sales experience within both for-profit and nonprofit sectors. Strong entrepreneurial initiative and skills, demonstrated by establishment of successful small business marketing services to business and residential clients. Ability to manage all aspects of independent business, including sales, customer relations, operations and finances. Strong leadership abilities. Excellent verbal and written communication skills and meeting facilitation skills used to elicit and refine business/customer requirements.

RELEVANT SKILLS

- Market research, strategic planning, and promotional campaign experience.
- Extensive PC/Mac skills, including MS Office (Word, Excel, PowerPoint, Access).
- Proven verbal and written communication skills.
- Exceptional work ethic, analytical skills, ability to work independently and within team structure.

SALES AND MARKETING EXPERIENCE

Marketing Intern Saint Paul, MN
Northwestern College Outreach Services September 2004 – May 2005

- Received excellent review ratings from manager, contributing to department growth and significant increase of community participation in sponsored events.
- Maintained a leadership role in the department by taking initiative to develop and implement marketing strategies and database of local contacts.
- Developed marketing campaigns to increase community constituent involvement in college and radio-sponsored special events and programs.
- Coordinated cold calling to community organizations to promote programs, develop contacts in target market, and advertise events.
- Spearheaded formulation of phone database of local contacts for ongoing marketing and promotional opportunities.
- Participated in strategic planning and implementation of conference for 500 students.

Student Marketing Consultant Saint Paul, MN
Thai Enterprises, Inc. September – December 2004

- Developed a comprehensive marketing research report through in-depth interviews and focus group.
- Designed and administered a customer survey to find areas of organization weakness.
- Collected and analyzed statistical results to identify ways to increase customer satisfaction.
- Provided suggestions for strategic business decisions.

Entrepreneur/Business Owner New Brighton, MN
Bubbs Services, Inc. June 1999 – August 2000

- Established successful small business with minimal resources, providing needed services to mid-sized community outside the Twin Cities area.
- Marketed business to local contractors and homeowners utilizing personal initiative and excellent customer relations to build consistent client base and referral business.
- Scheduled all clients, handled pre-job walk through and follow-up of customer service calls.

RELATED BUSINESS EXPERIENCE

Stock Associate Saint Paul, MN
Pottery Barn September 2003 – February 2004

- Utilized extensive training in customer service and hospitality to provide exceptional service.

EDUCATION

Bachelor of Arts in Communication May 2005
Northwestern College, St. Paul, MN Saint Paul, MN