

JOE P. NOBODY

Street Rd, Philadelphia, Pennsylvania 19000
Telephone: 555-555-5555 • Email: fu@bar.net

WELL-QUALIFIED – MARKETING SPECIALIST

Please Request to View and Examine My Portfolio

CAREER OBJECTIVE

Well qualified for a responsible new assignment, I seek to continue my career in **MARKETING** and related activities with a company like yours.

Adaptability: I have the ability to smoothly transition toward a variety of services, products and work settings, along with the training and confidence required to work within a team environment or with complete independence.

BACKGROUND SUMMARY

Armed with a proven record of academic achievement in college (along with some very solid work experiences), I offer the enthusiasm and the passion required to succeed with your company. I also offer a four-year degree in psychology (Magna cum Laude / 3.56 GPA).

As someone who will be mindful of my employer's goals, I consider myself a top performer – continually exceeding expectations. With significant knowledge of many facets of the promotional, marketing and sales process, I am competent, comfortable and confident in my abilities. I will represent my employer in the best possible manner.

STRENGTHS AND SKILLS

FINELY-TUNED PERSONAL COMMUNICATION QUALIFICATIONS
AN ACHIEVER WHEN ASSIGNED TO IMPORTANT PROJECTS
A HIGHLY CREATIVE INDIVIDUAL WITH A STRONG WORK ETHIC
SUPERIOR ORGANIZATIONAL SKILLS TO HANDLE ANY ASSIGNMENT
MATURE, DEPENDABLE AND RELIABLE
SKILLS IN RELATIONSHIP BUILDING

SPECIAL ACHIEVEMENTS

SOCIAL MEDIA, MARKETING AND WRITING: developed and created a weekly newsletter containing educational articles and videos for Facebook, Twitter, Google+, Youtube, and email; articles were also designed with intended audience in mind, generating a marketing funnel for prospective clients

MARKETING: collaborated online with a handful of other volunteers across America to design a social media campaign for promoting equal rights and tolerance in online communities as well as to promote a petition encouraging video game companies to include measures related to online video gaming

BRANDING: developed marketing materials around a carefully planned marketing niche and brand to attract prospective clients

PUBLISHING: wrote and self-published the book, "How to Quit Mac & Cheese: A Guide to Eliminating Stress", currently available both on Kindle and in print

NETWORKING: actively sought out and engaged a variety of business owners in a number of fields while also refining the art of elevator speeches and making effective first impressions

MARKETING, ADVERTISING AND PROMOTIONAL COMPETENCIES

- **MARKETING:** able to rapidly learn the marketing and sales process for any products
- **PROMOTIONS:** have been actively involved in the promotional and advertising specialty
- **PLANNING:** strategize, plan, and implement effective plans for various events
- **ANALYSIS:** competent to analysis product / service qualities and effectively develop selling points

MARKETING, ADVERTISING AND PROMOTIONAL COMPETENCIES (Continued)

- **COMMUNICATION:** a proven communicator (for both oral and written requirements); skilled in preparing and distributing media information
- **COPY WRITING:** experienced in the development of advertising and brochure copy writing
- **RECRUITMENT:** able to assist in volunteer recruitment for various needs
- **CUSTOMER SERVICE:** can focus upon customer concerns with solution-based resolutions
- **PROJECT OVERSIGHT:** accepted responsibility for developing, managing and succeeding with various promotional and marketing campaigns; highly structured and organized
- **MONITORING:** experience in the oversight and monitoring of various projects
- **PRESENTATION:** professional appearance and demeanor; highly polished and articulate
- **RELATIONSHIPS:** skilled in creating and maintaining genuine on-going relationships; I effectively “partner” with those I work with in a team environment
- **TEAM TRAINING:** have been responsible for orientation and coaching of team members
- **SUPERVISION:** leadership abilities; have supervised and guided employees and volunteers
- **COMPUTER SKILLS:** highly knowledgeable with Windows, computers, the Internet and more
- **VERSATILITY:** can quickly orient and adapt to new products and services
- **NETWORKING:** actively sought out and engaged a variety of business owners in a number of fields
- **SELF-MOTIVATED:** a high-energy individual with a strong personal drive who is able to work independently (as desirable) to achieve and surpass every goal set before me
- **MULTI-TASKING:** maintained a complex, constantly fluctuating personal schedule that included phone calls, business meetings, life coaching sessions, writing deadlines, and networking events
- **SALES:** trained in selling techniques; experience in "quiet persuasion" and closing

RELATED EXPERIENCE

Currently	CUSTOMER SERVICE ASSOCIATE	<u>Wawa Stores</u> Work side-by-side with coworkers to ensure customers receive a positive in-store experience
<u>2010 to 2016</u>	LIFE COACH / OPERATIONS MANAGER	<u>Heart’s Journey Coaching</u> Utilized a variety of life coaching tools including exercises, active listening, and empowering questions to assist clients in self-exploration and problem solving
2014 to 2014	TUTOR / ENGLISH AS A SECOND LANGUAGE	<u>Skimataalk.com</u> English language instruction to Japanese students via Skype

Additional work experiences include: DIRECTOR OF OPERATIONS FOR AN ONLINE SOCIAL MEDIA CAMPAIGN, and Customer Services / Billing Representative for 1&1 Internet.

EDUCATION

B.S., Psychology (Magna cum Laude), 2008 - 2013 **3.56 GPA**
 Member of Psi Chi Honor Society, 2012 - 2014
 West Chester University, West Chester, PA

Note: I also offer important on-the-job training through various projects and employers, and stand ready to accept any additional training that might be desirable in order for me to succeed with your company.

CERTIFICATIONS

- Certified Professional Coach, Institute for Professional Excellence in Coaching, Shrewsbury, NJ
- Energy Leadership Index Master-Practitioner (E.L.I.M.P.), Institute for Professional Excellence in Coaching
- Associate Certified Coach (A.C.C.), International Coaching Federation

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LETTER OF CAREER INTEREST

AVAILABLE FOR A NEW CAREER ASSIGNMENT WITHIN YOUR COMPANY

- **MARKETING ASSIGNMENT**

I would like to submit my resume to your organization. Having accumulated valuable marketing and promotions exposures, I am very interested in advancing my career in a responsible assignment, hopefully within your organization.

This resume outlines my academic, employment and coaching exposures. It includes specific and detailed information regarding my promotional and marketing competency, as well as my market research, promotional and general business abilities. Hopefully, this review will be a first step to a meeting with you to discuss employment possibilities.

I have been successfully working, and have compiled a record of competence, loyalty and achievement. I thoroughly enjoy working in social media, promotional and marketing areas.

My communication abilities and my sense of purpose have been proven over and over again. I interact and work closely with everyone to assure high levels of business stability, growth and organizational effectiveness. My work ethic and my attention to detail are unquestioned. I am success driven and confident in my abilities.

Importantly, my longstanding history as a marketing professional speaks for itself. I bring quality results through the use of my out-of-the-box thinking and strong work ethic. I am a highly self-motivated individual capable of complex task-management and powerful collaboration.

Currently working, I offer a solid work record. I have some flexibility regarding my scheduling, and may be available to interview with you during the day. Thank you for reviewing my resume.

I am able to begin working for you almost immediately. Please contact me to arrange a time when we can meet.

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