

**OBJECTIVE**

A management position utilizing proven abilities in planning and development to increase product recognition/sales.

**EDUCATION**

Southeast Missouri State University  
Master of Business Administration, Management Emphasis (01/06), GPA 3.7  
Bachelor of Science in Business Administration, Marketing Emphasis (01/04), GPA 3.5, Dean's List

**RELEVANT COURSE WORK**

Management Communication and Leadership	Strategic Decision Making
External Environment of Business	Organizational Leadership
International Business Strategies	Operations Management

**RELATED EXPERIENCE**

**Assistant Product Manager** (01/00-Present)

XYZ Company, Cape Girardeau, MO

- Handle all aspects of products including strategic planning, budgeting, analysis, promotions and advertising.
- Conduct analyses on various subjects and present results and recommendations to upper level management.
- Led a team that minimized cost by planning and managing a product phase out.
- Created a brand turnaround plan including new packaging and advertising that increased sales by 25%.
- Managed a tie-in consumer promotion including concept development, creative direction, contract development, and development of advertising. Resulted in another tie-in the following year.

**Intern Event Producer** (04/98-01/00)

Kicking Cow Promotions, Inc. Sikeston, MO

- Developed and maintained relationships with retailers and consumers to broaden product awareness.
- Produced successful promotional events. Managed all logistical aspects.
- Kept all promotion financial requirements under designated budget.

**OTHER EXPERIENCE**

**Bar Manager/Bartender** (09/95-05/00)

Applebee's Neighborhood Grill and Bar, Cape Girardeau, MO

- Trained and supervised all new bar staff according to company procedure.
- Utilized strong communication and interpersonal skills to develop rapport with customers leading to increased customer satisfaction.
- Managed the bar area including ordering and stocking supplies, cleaning, arranging maintenance service.

**Shift Crew Manager** (11/93-04/95), **Fry Cook** (07/92-11/93)

McDonald's, Cape Girardeau, MO

- Named Employee of the month consistently for excellent customer service.
- Demonstrated responsibility and strong work ethic through zero absence record.
- Promoted to Shift Crew Manager after one year of employment.

**SKILLS**

Highly proficient in Microsoft Word, Excel, Access, PowerPoint, and FrontPage.

**ACTIVITIES**

President, Vice President, and Secretary-Phi Kappa Phi Honor Society  
Member, Southeast Missouri State University Coed Volleyball and Basketball Teams