

JOHN M. SMITH

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SUMMARY

- Strong background in business with practical applications in marketing and technology.
- Experience in sales, market analysis, and management.
- Solid communication abilities and can present facts and ideas clearly and concisely, both orally and in writing.
- Highly motivated and self-directed with proven ability to meet deadlines and handle multiple projects and priorities.

EDUCATION

Bachelor of Arts, Augsburg College, Minneapolis, MN, May 200X

Major: Marketing

Minor: Computer Science

Major GPA: 3.3

Associate of Arts, Normandale Community College, Bloomington, MN, June 200X

SKILLS

Marketing

- Established restaurant account quotas for a major marketing firm.
- Analyzed product sales in eight markets for major company.
- Succeeded in developing product sales forecasts for major metropolitan markets.
- Promoted the merchandise and services to area builders, designers and architects.
- Marketed own lawn service business to neighbors and businesses.
- Fulfilled product orders and followed up with clients to ensure satisfaction.

Management and Communication

- Supervised a staff of 22 and trained all new employees.
- Managed and monitored all customer and builder contracts.
- Presented new marketing ideas and concepts to managers, co-workers, and customers.
- Prepared written reports, proposals, and other business correspondence.
- Wrote market research survey to determine feasibility and profit margin of restaurant expansion.

Computer

- Experienced in using MS Windows, Word, Excel, PowerPoint, Access, Lotus Notes, HTML, Java, C++, FORTRAN
- Performed market analysis using database research.
- Advised students and staff on software and computer programming issues.
- Performed troubleshooting, repair, and support for Augsburg College's computing infrastructure.

WORK EXPERIENCE

Marketing and Sales Representative, Rose Marketing Services, St. Paul, MN, Sept. 200X-present

Owner and Manager, JMS Lawn Service, St. Louis Park, MN, June 20XX-present

IT Consultant, Augsburg College IT Dept., Minneapolis, MN, Sept. 200X- May 20XX

Manager, Home Knob and Handle, Burnsville, MN, Jan. 19XX-Sept. 20XX

COMMUNITY ACTIVITIES

Habitat for Humanity Volunteer