

## [FULL NAME]

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*Focus on:*

### MARKETING ADMINISTRATOR/MARKETING ANALYST

Start-ups ♦ High-Growth Organizations

**Middle Eastern Hospitality / Sporting & Tourism / Furniture Upholstery & Manufacturing**

Talented marketing/electronic commerce graduate with exemplary experience and achievements demonstrated across both academic and employment settings. Distinguished track record in administrative functions and in the research, analysis and formulation of strategic marketing and action plans set to generate significant revenue and profitability across diverse industries and competitively position products within aggressive marketplaces. Skilled at researching and information gathering, utilizing SPSS to transition data into valuable information, providing foundations for forecasting and future planning. Proficiency within:

- Strategic Market/Business Planning
- Advertising & Promotional Material
- Market Analysis & Penetration
- New Product Launch & Positioning
- Key Alliances & Partnership Building
- Management & Organizational Excellence
- Critical Thinking & Problem Solving
- Multimedia & Web Design / Administration
- Planning & Conducting Presentations
- Research, Analysis & Recommendation
- Team Leadership & Building Competencies
- Astute Interpersonal & Communication Skills

*Technical Inventory:* MS Office Suite ♦ Dreamweaver ♦ Maximiser ♦ Fireworks ♦ SPSS ♦ FrontPage ♦ C++ ♦ C ♦ Windows NT/XP ♦ Internet Research

### EDUCATION & PROFESSIONAL DEVELOPMENT

*Bachelor of Business; Majors - Electronic Commerce & Marketing* (2005) ♦ University of [ ]

*Further Training:* Introduction to Customer Service Industry (1997) ♦ Occupational Health and Safety (1997) ♦ Interview Techniques (2002) ♦ Coaching and Mentoring Individuals (2000)

## ACADEMIC PROJECTS & ACCOLADES

- *Developed marketing/business plan* on behalf of a young American entrepreneur looking at breaking into the fast-moving consumer goods market in the Middle East. Devised initiatives now being executed including product licensing, equipment and manufacturing, financials, promotional collateral, alliance building with local supermarket chains and vendors. Product went into production late March.
- Strategized and developed *marketing plan* for [ ], a world-leading enterprise. Information filtered and ascertained from expansive secondary data with results underpinning creation of an innovative product line. Achieved high distinction.
- Formulated *marketing plan for furniture micro-business* despite challenges in the identification of potential/target markets due to minimal industry information/resources. Located suitable sources; performed research and gained pertinent data through market reports, industry magazines, trade shows and interviewing businesses in local region.
- Academic excellence awarded with [ ] Reward – in recognition for being among the *top 15% of the class* within the first year of University.
- Overcame challenges through sound ability to *analyse business models*, identify potential problems and provide technologically-based solutions. Utilize *investigative approach to problem solving*.

## WORK EXPERIENCE

### [TURKISH & ARABIC] RESTAURANT & BAR

1997 - Present

*Leading Turkish & Arabic restaurant catering to a loyal local customer base with a reputation for high-quality cuisine and service influencing rapid growth within the tourism market.*

#### *Restaurant Floor Manager*

Diverse management and leadership role responsible for optimizing efficiency and profitability of the restaurant by overseeing food service, staffing, inventory, and management of customer and supplier relationships. Bill and receipt clients; balance monies at shift end; and strategize weekly table plans to accommodate approximately 100 guests. Train, mentor and support dedicated team of customer relations staff; plan and coordinate shift rosters.

- **Reduced 'shrinkage' below budget** by developing and introducing an inventory/supplier tracking system using MS Excel/MS Access, and vigilant monitoring and ordering of stock.
- **Surpassed sales targets** by providing excellent customer service; conducted and participated in informal staff meetings allowing open forum for staff to view their opinions, with ongoing encouragement for staff to contribute their unique expertise toward the common goal.
- **Continually attained above-average results** across all areas of the restaurant demonstrating sound leadership and management ability, while providing a supportive workplace for staff.
- **Facilitated seamless integration of new payment and receipt system** with ongoing responsibility for maintaining correct pricing and stock coding.

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- **Effectively handled customer complaints** harnessing diplomacy and tact to secure win-win outcomes that resulted in customer satisfaction, retention and repeat business.

**UNIVERSITY OF [ ]**

1/2003 – 3/2003

*Contracted community project undertaken by the University's Faculty of Law and Management.*

**Research Assistant**

Conducted interviews and surveys throughout the local business region regarding views and opinions of business managers and the perceived strengths and weaknesses of operating a business within the district. Recorded and compiled results; input data onto spreadsheets; and presented reports to lecturers during workshops.

- Distinguished ability to successfully analyze an overabundance of information from complex resources and strategically transfer and develop into manageable representative formats.

**NORTHSTAR AT TAHOE**

1997 – 2000

*Internationally acclaimed, family oriented, ski resort, being the leading ski resort within the Lake Tahoe region.*

**Senior [ ] Instructor – at [ ]**

Planned, coordinated and directed large school groups, maintaining the enjoyment, safety and wellbeing of all patrons. Trained, supported and supervised fellow [ ] instructors; delegated [ ] lessons when required. Designed and conducted age-, condition- and skill-appropriate [ ] lessons for both children and adults from beginner through to more experienced dancers, providing exceptional customer service to secure and maximize patron satisfaction.

- **Amplified membership growth by 77 members**, with 134 children competing across various competitions throughout the season.
- **Achieved ranking in the top 5%** for the most requested instructor to conduct private lessons.
- **Spearheaded numerous innovative marketing campaigns** involving advertising free two-hour lessons for juniors and printed promotional material for juniors/parents regarding the program.

*References available upon request*