

MARY SAMPLE

Boca Raton, FL 33333

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INNOVATIVE & CREATIVE MARKETING COORDINATOR

Ambitious MBA graduate with experience in:

Research & Analysis...Utilized SPSS Marketing database to compile numerical data and reports on customer trends to improve CRM

Marketing Communications...Corresponded with patrons via telephone and face-to-face presentations about program events and benefits for local fitness fun program

Lean Thinking...Analyzed business model of local daycare center and provided recommendations on how to optimize productivity and minimize wasted resources

Customer Relationship Management... Built and maintained a professional yet mentoring relationship with students to successfully coordinate transition from enrollment through registration

Advertising & Promotions...Developed, designed and distributed promotional materials for Boys & Girls Club Fitness Fun program

Web Based Marketing...Working knowledge of web analytics tools including Search Engine Optimization (SEO), Google AdWords, Affiliate Marketing, CPC, Web search marketing

EDUCATION

Masters of Business Administration

Nova Southeastern University – Davie, FL (January 2011)

Relevant Coursework:

- ▶ Served as consultant to local non-profit daycare center. Applied Lean Thinking to analyze current business model to redesign marketing materials for distribution and provided recommendations on how to solicit sponsors and customers while optimizing productivity and minimizing wasted resources

Bachelor of Business Administration, Major: Marketing

Florida International University – Miami, FL (April 2007)

Relevant Coursework:

- ▶ Performed market research for Calle Ocho annual festival including administering surveys and gathering data. Utilized SPSS Marketing database to compile numerical data and reports on customer trends to improve CRM

PROFESSIONAL EXPERIENCE

Local University – Miami, FL

Administrative Assistant (*January 2010 – Present*)

Provide support to the Arts & Sciences, Education and Health Sciences vertical at Online University

- ▶ Serve as sole point of contact for adjunct faculty applicants and all newly hired faculty seeking guidance or assistance with administrative functions.
- ▶ Manage expenses for entire vertical of approximately 160 employees; process an average of \$5K weekly travel expense reports and more than \$200K worth of vendor invoices monthly.
- ▶ Reduced faculty expense report average processing timeframe from 6-8weeks to 3 weeks.
- ▶ Closely monitor all accounts payable funds and dispute discrepancies; resulting in an average savings of 10% in erroneous payments.

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Local University – Miami, FL

Academic Advisor (*February 2008 – December 2009*)

Provided coaching and administrative support to a cohort of approx 250-350 online students to realize their educational goals

- ▶ Coordinated students' transition from enrollment through registration while building and maintaining a professional yet mentoring relationship with students
- ▶ Monitor rates of student matriculation, graduation, and overall retention to gather data for improving overall success rate; regularly exceeded retention and drop rates by an average of 10%
- ▶ Coached students to a level of academic self-sufficiency as their degree program progresses by utilizing a pre-determined catalog of courses and continuously monitoring academic advancement
- ▶ Serve as liaison between the student, instructors, Financial Aid, Career Services and other departments as necessary to ensure student success
- ▶ Provided comprehensive and thorough student advocacy to resolve issues that affect student progress and satisfaction and escalate to the proper level as required

Local Club of City County – Kissimmee, FL

Program Assistant (*February 2004 – August 2007*)

Assisted Program Director with the planning and promotion of Fitness Fun program for children aged 7 – 12

- ▶ Developed, designed and distributed promotional materials to potential program participants, consistently maintaining and exceeding required participation rate
- ▶ Corresponded with parents via telephone and face-to-face interactions about program events and benefits
- ▶ Implemented incentive program to enhance program experience and increase retention while exercising independent judgment and initiative when handling program information

TECHNICAL EXPERTISE

Gen Info Systems, SharePoint, Lexis Nexis, ProQuest, MS Office, Microsoft Access
Microsoft Vizio, advanced Excel and advanced Powerpoint