**CAREER OBJECTIVE**

Secure a position that offers opportunities to develop competencies in the areas of marketing, market research and market analysis

**COMPETENCIES AND RELATED ACCOMPLISHMENTS**

Marketing and Consulting

Created and conducted numerous market analysis for various clients

• Analyzed client’s practices

• Presented finding to Senior Leadership  
• Interviewed client’s customers

• provided strategy recommendations  
• Identified customer needs and tastes

• provided system training  
• Recorded and analyzed the data

• Provided follow-up consultations

Managerial

Managed the marketing department for an international human resources consulting firm

• Hired, disciplined and dismissed staff • Developed recruiting program  
• Conducted performance reviews • Resolved staff conflicts  
• Responsible for supervisor training • Created merit pay program  
• Accountable for department budget

Planning

Conducted annual planning sessions to facilitate goal setting and increase market share

• Implemented six month interim reports to quickly identify problem areas • Analyzed marketing budgets & sales in order to identify products & services requiring marketing support  
• Performed annual budgetary planning and review • Implemented new expense reporting system

EDUCATION

Masters of Business Administration – Marketing University HIJ, City HIJ, State HIJ  
1986  
Bachelor of Commerce – Human Resources University XYZ, City XYZ, State XYZ 1982

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