

Name

Current Address:

Permanent Address:

CAREER OBJECTIVE

Sports Marketing Assistant. To work for a major sporting goods company in a marketing position that provides constant challenges and an opportunity for advancement. Prepared to start from assistant level. Expect to move up to international operations or local country management position quickly after demonstrating a passion and sound knowledge of sports marketing. Experience in retail marketing, personal selling, marketing research, promotional campaigns directed for various reference groups, and sports endorsement contracts.

EDUCATION

HELSINKI SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION, BBA-PROGRAM

Mikkeli Finland

Bachelor of Business Administration February 19XX, Overall GPA: 3.8, The International BBA-program is designed to prepare students for the new challenges presented by converging world markets. The level of education is very high, since the professors teaching in the program come from selected business schools around the world. All courses are taught in English and in three week intensive modules. This forces students to learn time management, as they are in constant pressure to meet deadlines on case studies and other projects due on short notice. Another distinctive feature of the International BBA-program is the required foreign study period that further highlights the importance of cross-cultural understanding.

ESPOONLAHTI COMMERCIAL COLLEGE Espoo, Finland

Marketing May 19XX, Marketing, Major GPA: 4.00, Overall GPA: 4.00

SAINT MARY'S UNIVERSITY Halifax, NS, Canada

Bachelor of Business Administration 19XX-19XX, Marketing, Major GPA: 2.7, Overall GPA: 2.3

AREAS OF INTEREST

- ! Extensive career in ice hockey. Played for the Finnish Junior National Team. Finnish Junior A Championship 19XX. Youngest player ever to play AUAA ice hockey in Canada. Played semi-pro hockey for the Helsinki Hockey Club 19XX-19XX finishing as the leading goal scorer 19XX. Won the play off scoring title while helping the Porvoo Hockey Team to win the division 3 championship 19XX. Retired from hockey to acquire university education.
- ! Enjoy different kinds of sports. Golf, Tennis, Weight-lifting, Soccer, and Squash.

WORK EXPERIENCE

J & P SPORT OY Espoo, Finland

Sales Representative February 19XX-

Co-founder of the company. Helped to set up the marketing plan for selling limited edition NIKE merchandise. Calling on established accounts for orders on special product offerings. Looking for new clients and ways of marketing to smaller interest groups, such as fitness clubs and companies recreational departments. In a short time became the largest individual retailer of NIKE merchandise in Finland, when measured in turnover of NIKE products.

NIKE FINLAND OY Helsinki, Finland

Marketing Assistant September 19XX-

Acquired the understanding and the knowledge of what NIKE as an organization stands for. Helping with monthly marketing reports and representing NIKE in various sports and promotional events aimed at reaching the general public.

KARI LINNONMAA OY Helsinki, Finland

Sales rep / Warehouse worker January-July 19XX

Learned the procedures of operating a sports wholesale business. Declaring shipments from foreign manufacturers through customs. Receiving orders from customers, shipped and billed merchandise.

LEPPIVAARAN URI{EILU OY Espoo, Finland

Sales clerk Summers 19XX & 19XX

Learned the basic operations of day to day sports retailing.

ADDITIONAL SKILLS

Use of WP, WORD, EXCEL, and QUATRO PRO Windows applications. Use of LINDO, SPSS, and Accounting programs. Have traveled in Europe and know the differences and local features associated with various parts of Europe. Also familiar with the North-American culture, lived in Canada and U.S. for 3 years when playing hockey Lived at the SMU campus and one year with other hockey players in an apartment. Used to travelling, living in hotels, and getting along with different people. Very good team work and social skills, as a result of playing team spirit and BDA schooling.

REFERENCES

MIKA SULIN Sales Manager for NIKE Scandinavia, NIKE, H-meentie 153 B, PL 5, Helsinki, Finland 00561 (90) 757 2688

HENRY FREDRIKSON Manager of Sports Promotion Activities, NIKE, Hlimeentie 153 B, PL 5, Helsinki, Finland 00561, (90) 757 2688

ARI VIUAMAA Sales Manager NIKE Finland. NIKE, Hilmeentie 153 B, PL 5, Helsinki, Finland 00561 (90) 757 2688

DR. HEIKKI URMAS Dean, BBA Program. Helsinki School of Economics and Business Administration Liinnrotinkam 5. Mikkeli, SF 50100, (955) 20 441

RELEVANT COURSES

Marketing

- ! Industrial Marketing
- ! Marketing Management
- ! International Marketing
- ! Marketing Research
- ! Retail Marketing
- ! Advertising
- ! Strategic Marketing
- ! Consumer Behaviour

Other Marketing Related Courses

- ! Business Communications
- ! Business Ethics
- ! Logistics
- ! Negotiating and Bargaining
- ! Introduction to Statistics

Other Business Courses

- ! Financial Accounting 1 & 2
- ! Management Accounting
- ! Managerial Finance
- ! Financial Mathematics
- ! Quantitative Analysis
- ! Capital Budgeting
- ! International Financial Markets
- ! Principles of Management
- ! Strategic Management
- ! Human Resource Management
- ! Organizational Behaviour
- ! Managerial Economics
- ! Macroeconomics
- ! Introduction and Background to the Finnish Economy
- ! Introduction to Computers
- ! Business Germany 1-4