

# MBA STUDENT

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## Professional Profile

Over 12 years experience in account management, channel partner management and marketing plan development in the IT industry. Expertise includes presentation delivery, training program development and project management. Recognized for consistently meeting or exceeding revenue goals.

## EDUCATION

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### Wake Forest University

#### Babcock Graduate School of Management

Master of Business Administration. Recipient of Charles E. Babcock Fellowship. Summer internship at the Hanes Division of Sara Lee Corporation.

### Meredith College

Bachelor of Science in Business Administration. Graduated cum laude.

## EXPERIENCE

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### *Community Volunteer*

Cary, NC

20xx to Present

- Established budgets for charitable events and determined charitable fund recipients
- Generated ticket sales and promotions for fundraisers
- Coordinated up to 50 volunteers for fundraising events

### *Tangram Enterprise Solutions*

Cary, NC

19xx to 20xx

Tangram's primary business was design, development, and marketing of Asset Insight, an auto-discovery tool that tracks hardware and software on desktops and servers. Primary competitors are IBM's Tivoli and MicroSoft's SMS.

#### *Partner Development Manager*

- Initiated and developed key partner relationships
- Supported partner sales activities including writing and giving presentations and proposal development
- Assisted partners' business plan development
- Designed and delivered sales training webinars
- Presented on-site sales training for partners

#### *National Account Manager*

- Sold Tangram's software to General Motors, Marriott International and BP Amoco
- Selected to start up Sales Development Group (Inside Sales)
- Wrote business plans for Direct Sales Group which focused on the Fortune 500

### *MindWorks Multimedia*

Cary, NC

19xx to 19xx

Specializes in development of custom training and marketing programs using a combination of 3-D animation and video delivered on CD-ROM, CD-I and videotape.

#### *Account Executive*

- Account management functions included presentations, contract negotiations, proposal development and delivery
- Designed, developed and implemented marketing plans
- Managed tradeshow activities

### ERI

Hauppauge, NY

19xx to 19xx

#### *Account Executive – AT&T Account*

Quota: \$6,375,000, consistently met and exceeded goals

- Developed and presented integrated computer solutions to AT&T business units around the country.
- Largest sale to UNIX Systems Laboratories (\$995,000)
- Expertise in Sun, NCR and IBM system solutions

### CPG

Winston-Salem, NC

19xx to 19xx

#### *Director of Marketing*

- Managed marketing and sales activities for computer software sold to petroleum retailers and wholesalers
- Initiated and managed IBM Business Partner relationship
- Designed advertising layouts and wrote promotional material
- Tested computer programs in developmental stages and wrote user manuals
- Installed software which required extensive accounting knowledge and AS/400 technical expertise