JAMES INGERSOLL

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CAREER OBJECTIVE MARKETING REPRESENTATIVE

EDUCATION STATE UNIVERSITY COLLEGE AT BUFFALO, NEW YORK

Bachelor of Science in Business Studies, December 20XX

Concentration in Marketing, G.P.A. 3.0/4.0

MAJOR COURSEWORK:

Marketing Computer Fundamentals

Buyer Behavior Sales Methods and Techniques

Retail Marketing Business Operations

RELATED PROJECTS Marketing Plan - Led a team in the construction of a plan and

video presentation for protective clothing. Involved project planning, channel development, advertising techniques, and price

strategy development.

Marketing Analysis - Developed an in-depth analysis of a retail establishment, and the effects of bridge construction on customer

demographics and local traffic patterns.

Sales Presentation - Arranged an industrial sales presentation for aircraft parts. Included the production of a video that was viewed

by local businessmen.

EMPLOYMENT Sample, Inc., 200X-200X

Sales Associate, Cheektowaga, New York

Coordinated outfits for customers through suggestive selling techniques.

Achieved sales quotas weekly.

Mesmer's Dairy, 200X-200X

Night Clerk, Clarence, New York

Maintained inventory control. Managed opening and closing operations.

Handled all customer inquiries and complaints.

Tops Supermarket, 200X-200X

Produce Clerk, Depew, New York

Received incoming deliveries and distributed all merchandise.

COMPUTER SKILLS Microsoft Office, Java, HTML, UNIX.

AFFILIATIONS PHI BETA LAMBDA Business Organization

Historian, 200X-200X

REFERENCES Available upon request