

Thomas R. Callahan III

1000 Sample Street. ▪ Marshall, MN 56258 ▪ Phone: 111.111.1111 ▪ Tommy.Callahan@smsu.edu

Seeking a position as a **MARKETING ASSOCIATE**

HIGHLIGHTS

- Direct marketing experience conducting and compiling statistical analysis of primary data researched
- Creates strategic marketing plans; Develops marketing materials consisting of reports, survey instruments and moderator's guides Presents research findings to clients; Offers recommendations based on collected data
- Conceptual planning, content management and layout development of client website; Partnered with graphic designer
- Strong communication skills; successfully works with individuals from diverse populations and backgrounds
- Proficient in Microsoft Windows, Word, PowerPoint, Excel, Outlook, and SPSS

MARKETING EXPERIENCE

Marketing Manager

May 2016-Present

Market Direct, Marshall, MN

- Conceptualized the development and launch of an e-commerce driven consumer Internet based shopping website offering a range of retail products and services.
- Achieved a 25% increase in traffic each year
- Independently manage all aspects of business and site maintenance.

Account Executive

Sept 2015 to Present

Southwest Marketing Advisory Center (SMAC), Marshall, MN

SMAC conducts marketing research for local, regional and nationally based organizations completing over 250 client projects within its six years of service.

- Worked closely with clients seeking to increase market share; compiled statistical analysis of data
- Conducted in-depth phone interviews in order to collect information about seaports
- Performed extensive secondary research on non-profit organizations nationwide

EXPERIENCE

Sales Representative

2014-2015

Callahan Auto, Sandusky, Ohio

- Responsible for designed sales route which resulted in sales of over half a million brake pads and saved the company
- Provided exceptional customer service in which was able to read people and make instant connections

EDUCATION

Bachelor of Science, Marketing and Business Management

Southwest Minnesota State University (SMSU), Marshall, MN

Graduation December 2018, **GPA 3.75**, *Dean's List all Semesters*

Marketing Research Projects

- Conducted a case study on National and International markets to determine the feasibility of import and export operations focusing on brand awareness, advertising strategies, and target marketing
- Conducted a case study on Microsoft Corporation vs. Netscape to determine the ethical sale and marketing of Internet browser.