

RANDALL SHORE

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SUMMARY OF QUALIFICATIONS

Results-driven Marketing and Account Management professional with exceptional leadership and interpersonal skills with an extensive experience is the following competencies:

Marketing & Advertising Initiatives
New Business Development
Direct and Indirect Sales Support

Account Management
Market & Industry Analysis
Strategic Planning

Brand Manager
Event Management
Client Satisfaction

- ✓ *Work effectively under time sensitive deadlines; crisis management skills*
- ✓ *Strong analytical, planning and negotiating skills*
- ✓ *Team building and leadership competence; great communication and interpersonal skills*
- ✓ *Quick learner, highly motivated, conscientious to detail and solutions oriented*

PROFESSIONAL EXPERIENCE:

THE GROUP - Lakewood, Colorado

Account Manager 2002 – current

- Experience with sales and marketing a wide range of clients such as Coors Light, BMW Motorcycles, Proctor & Gamble, Bristol Myers Excedrin, Keri, Comtrex and Quest Diagnostics.
- Financially responsible for managing client budgets and ensuring accurate estimating of each step of the project and reporting financial activity to the client.
- Proven ability to cultivate productive relationships with clients, creative staff and account services.
- In charge of project schedules, enforcing deadlines and micro managing every step of the project's life to successfully meet client deadlines and objectives.
- Accountable for filing and acquiring statewide legal approvals for national product offerings, sweepstakes, and advertising campaigns, in addition to approvals for alcohol issues. Continuously research the client's industry and target audience for accurate and insightful development of marketing strategies.
- Utilize solid project management skills for anticipating project conflicts and identifying team weakness in order to assign the resources to obtain resolution to client demands.
- Director of the development and execution of every step of the project

TELPAC COMMUNICATIONS - Las Vegas, Nevada & Northern California

Field Marketing Manager, 2000-2002

- Field Marketing Manager for two markets: Las Vegas and San Francisco,
- Utilized a \$50,000 Marketing budget to capitalize on company exposure and market penetration.
- Managed a \$40,000 Sales budget. Designed incentive contests/blitzes, training seminars, and various sales tools for generating sales success.
- Directed the development of collateral, slicks, and premiums items with external vendors.
- Organized and managed local events, sponsorships and tradeshow. Events ranged from chamber luncheons for 150 attendees to large business expos for over 10,000 attendees.
- Responsible for resolving unique Sales requests required close collaboration with a Variety of departments such as billing, engineering, product development and network operations to determine if requests were possible, profitable and met the required ROI.
- In charge of managing and integrating new products, promotions, and price changes to internal and external clients while maintaining client satisfaction and commitment.
- Determined the appropriate advertising mediums for each market and coordinated with the ad agencies and various other vendors.

- Supervised and launched corporate marketing projects such as direct mail campaigns, database leads programs and vertical target initiatives.
- Piloted the creation of a company wide Intranet library, which housed valuable competitive/product material.

***CITY NETWORKS - Las Vegas Nevada
Sales and Marketing Assistant, 1999-2000***

- Conducted on-going analyses of Internet and Networking sales for Smart City Network's convention properties in Las Vegas, Houston, Anaheim, Santa Clara, and San Antonio.
- Reviewed, negotiated and approved Internet and Networking sales contracts.
- Created and directed portfolios of all major shows such as Comdex and NetWorld Interop.
- Redesigned a new Smart City Networks telephone and Internet contract including a user-friendly brochure of the order process for all contracted hotel properties.
- Corresponded with "special" clients to insure services met their satisfaction.
- Analyzed and evaluated customer feedback of applied Marketing strategies for the development of future Marketing campaigns and product solutions.

***XO (formally NETXTLINK) - Las Vegas Nevada
Sales Department Administrative Assistant, 1999-2000***

- Maintained sales database and generated the daily flash report indicating current sales revenue and the attainment of quarterly goals.
- Assisted in the implementing of sales contests as motivational techniques for Sales.
- Provided superior customer service by personally responding to customer inquires, and concerns.

***Senator Conrad Jenkins - Washington D.C
Congressional Intern, Fall 1998***

- Coordinated with North Dakota's political officials and community leaders to execute marketing and advertising material for Senator Kent Conrad's political campaign.
- Assisted the media department in documenting the political movements concerning Senator Conrad and the state of North Dakota.
- Researched various legislative activities, voting records and amendments of current and previous Congresses and Senators. Researched and organized provisions of the 1998 "Omnibus Bill" for easier use by the Senator.

Computer Operations

- Proficient on Macs or PCs and with Microsoft Word, Excel, PowerPoint, and Outlook.
- Exceptionally skilled in creating workbooks, spreadsheets, graphs and various other marketing materials.

Volunteer Activity

- Volunteer for **Littleton District Attorney** on their Fast Track program
- Volunteer for the **Las Vegas Chamber Marketing Committee**
- Affiliate of the **American Marketing Association**

Achievements

- Recipient of TelePacific's "**Presidents Club 2002**"; awarded trip to Maui, Hawaii.
- **Employee of the Quarter**, first quarter 2001.
- **90%** or higher rating on work reviews.

Education

- **Bachelor of Science-Psychology- Minor in Spanish** - Montana State University-Bozeman, MT, May 1998. Graduated with honors.