

PROMOTIONS & MARKETING PROFESSIONAL

PROCESS RE-ENGINEERING—OUT-OF-THE-BOX THINKING—STRATEGIC RELATIONSHIP BUILDING

HIGH-ENERGY, FORWARD-THINKING PROMOTIONS & MARKETING PROFESSIONAL with an outstanding track record in the entertainment and corporate fields. At XYZ Air, successfully **launched one of the most successful training sites** in the company at the biggest hub facility. As CEO of XYZ Entertainment, was recognized as a Community Leader winning the 2004 **Distinguished Man of the Year Award** by La Tribuna, one of New Jersey's longest running Hispanic Newspapers. Attained an MBA while working full-time at XYZ Air and running day-to-day operations of XYZ Entertainment. **Consistently promoted to positions of greater responsibility.** Fluent in Spanish. Additional capabilities include:

- ⇒ Consumer Segmentation
- ⇒ Marketing Plans
- ⇒ Market Research
- ⇒ Multimedia Campaigns
- ⇒ Trend Analysis
- ⇒ Web Development

CAREER HIGHLIGHTS

At XYZ Entertainment, LLC—

- ⇒ As CEO, partnered with ABC Media, a leader in U.S. and International Web & Graphic Design, Web Solutions and Hosting, **generating thousands of dollars in revenue.**

At XYZ Air—

- ⇒ As Senior Recruiter Specialist, played an integral role in assisting with internal and government audits for five consecutive years **resulting in a passing grade for the company.**
- ⇒ As Human Resources Representative, conceived and spearheaded development of first XYZ Air Reaching for Achievement Scholarship at Anytown County College.
- ⇒ As Human Resources Representative, took lead role by filling in as Employee Relations Manager, while facility was waiting to fill position.
- ⇒ As Human Resources Representative, collaborated with co-workers in developing cost effective advertising within Latino community, thus introducing a larger selection of applicants.
- ⇒ As Human Resources Recruiter, was awarded **2004 Human Resources MVP** for biggest facility in XYZ Air.
- ⇒ As Sort Manager, created, implemented, and trained employees on an innovative approach to human resources sourcing and candidate selection, resulting in **lowering turnover from 345% to 228%.**
- ⇒ As Corporate Trainer, was awarded **XYZ Air Operations College Excellence Award** for outstanding performance and dedication as a corporate trainer.
- ⇒ As Service Manager of Operations, trained, mentored, and supported four lead trainers, resulting in their promotions.

PROFESSIONAL EXPERIENCE

XYZ ENTERTAINMENT, LLC, Anytown, NJ

1/2003 – Present

CEO

Established independent company through grassroots marketing and promotions by attending industry events throughout tri-state area. Launched successful campaigns via strategic logo placement on internet and in print media, branding image of company. Partnered with entertainment industry professionals on musical projects that lead to exposure in U.S., Europe, and Caribbean Islands. Project leader in community outreach programs with colleges, universities, and community groups, creating a positive presence that gives back to community.

Key Contributions & Achievements:

- ⇒ Responsible for award winning promotional campaigns at Underground Music Awards in NYC, leading to key victories for Billboard Recording Artists, Jonny, in 2006, for Most Dynamic Rap Group or Duo and Latino Artist Sensation, Maria, in 2006, for Best Latin Hip-Hop Artist.

XYZ AIR, Anytown, NY

7/2000 – Present

Senior Recruiter Specialist, 11/2007 – Present

Promoted for fourth time within company, for exceptional work in human resources department. Responsibilities include: staffing, scheduling interviews, advertising, employee relations, employment hearings, and orientations for facility consisting of 1000+ merchandise handlers, quality assurance professionals, administrative support, and management.

Key Contributions & Achievements:

- ⇒ Implemented new HR procedures from corporate office leading to productive peak season for facility.
- ⇒ Restructured sourcing method for one of biggest Job Corp Academy's in country, by conducting educational seminars for students, promoting career opportunities and benefits at XYZ Air.

- ⇒ Work day, evening, and overnight shifts collaborating in retention meetings to supply employees with company information that promote quality of life benefits.
- ⇒ Recruited student at Anytown County College making it the top company feeder school for five consecutive years.

Human Resource Representative, 11/2005 - 11/2007

Integrated previous knowledge with company by continually promoting YXZ Air brand name throughout community. Established new contacts with community leaders to attract a diverse mix of employees to work for company, by conducting weekly info sessions that improved new employee flow at the facility.

Key Contributions & Achievements:

- ⇒ Worked with HR Team to promote United Way and March of Dimes campaigns, by participating in various fundraising events at facility.
- ⇒ Aggressively promoted needs of employees within company by managing a yearly Education Partnership Day event that invites all community contacts, including colleges and universities, to learn more about what company offers.

Human Resources Recruiter, 11/2003 - 11/2005

Launched new promotional strategies that helped XYZ Air become a lasting presence for career opportunities within community. Worked directly with HR Manager, human resources team, and internal management team to translate this vision into a strategic plan in community.

Key Contributions & Achievements:

- ⇒ Built strategic relationships with community, colleges, universities, and government programs by implementing give back programs.
- ⇒ Spearheaded and managed events at facility and in community, creating more opportunities for current and future workers to know about the company opportunities.
- ⇒ Played strategic role in finding cost effective avenues for promotional giveaways at community events.
- ⇒ Received **Motivational Guest Speaker Award** for Commencement Ceremony at Tech School.
- ⇒ Awarded **2005 Hispanic Heritage Month Contribution** for event planning and sponsorship.

Sort Manager, 6/2003 - 11/2003

Managed overnight facility consisting of 30+ employees. Responsible for training management and employees on correct job procedures.

Key Contributions & Achievements:

- ⇒ Emphasized quality through a service culture with effective communication, by developing reward and recognition programs for employees.

Corporate Trainer, 10/2001- 6/2003

Certified training programs and human resources process throughout Eastern, Southern, and Central Divisions of U.S.. Responsible for updating, developing, and maintaining material for two-week training, monthly seminars at Anytown, NJ Hub site. Completed multiple tasks ahead of schedule to ensure training process was in compliance.

Key Contributions & Achievements:

- ⇒ Successfully initiated new Operations College site for XYZ Air Anytown, NJ Hub facility, while traveling more than 40% of time to other XYZ Air locations conducting on job training seminars.

Service Manager of Operations, 7/2000 - 10/2001

Provided support in successful opening of XYZ Air Anytown, NJ Hub facility. Cross-trained in six areas of facility, meeting projected goals in each one. Awarded **Service Manager of the Period** for the month of May.

Key Contributions & Achievements:

- ⇒ Volunteered on Saturdays assisting Human Resources by attending Open House Job Fairs to staff facility with over 500+ employees.
- ⇒ Developed various training areas and forms of recognition to improve employee retention in areas that consisted of 15-25 workers per area.
- ⇒ Established first training area in facility with all lead trainers certified for training.
- ⇒ Contributed to success of #1 Hub in Anytown, NJ for entire XYZ Air network for 2001.

E D U C A T I O N

ANY COLLEGE, Anytown, NJ

Masters of Business Administration, 1/2007

ANY UNIVERSITY, Anytown, NJ

Bachelor of Marketing & Minor in Communications, 6/1999