

CHRONOLOGICAL RÉSUMÉ

CARSON MATTHEWS

Home Address
City, State/Province Zip/Postal Code
Telephone Number
E-mail Address

Professional Objective:

To increase XYZ Company sales by obtaining a position to develop and design state-of-the-art marketing tools and campaigns.

Work Experience and Accomplishments

Marketing Services Specialist

COMPANY NAME, City, State/Province

2006-Present

Develop, distribute and provide training on 15 new multimedia, video and print sales tools annually. These tools are used to assist external sales force in capturing news business, as well as developing existing accounts. Continually organize, present and train sales staff on *Integrated Marketing Communications* strategy. Other primary responsibilities include developing training workshops and sales materials. Other development responsibilities include:

- Produce corporate and training videos for 600 offices.
- Create and revise Communications on CD (client/prospect proposals, articles and press releases, account development tools, electronic visual presentations, etc.).
- Develop multimedia marketing presentations on a monthly basis.

Territory Manager

COMPANY NAME, City, State/Province

2000-2006

Was responsible for selling supplemental staffing to local businesses. Designed customized employment solutions for new and existing clients.

- Developed new business and successfully increased sales 25% through personal selling to local businesses.
- Worked together with client companies to find solutions for their human resource needs.
- Recruited, tested, interviewed and placed qualified personnel with client companies.

Independent Contractor – Personnel Consultant

City, State/Province

1997-2000

Independent contractor for nine area university *Business Research and Consulting Centers*. Served as assistant project director for two human resources development projects. Developed strategies that aligned employee development with organizational goals; developed training programs; analyzed, evaluated and classified jobs; revised job descriptions; wrote new policies and procedures.

Education

Master's Degree in Adult Education
University of Central Oklahoma, 1999, GPA 3.9

Bachelor's Degree in Personnel Management
Southern Nazarene University, 1994, GPA 3.6

Professional Memberships

American Marketing Association
American Society for Training and Development

Software proficiencies

InDesign
Director
Authorware
Photoshop
PageMaker
Microsoft Office

References available upon request.