

# WILLIAM BRIDGES

## Curriculum Vitae

**"Marketing & strategic management consultant with strong sales experience"**

106 E Squire Drive Apt 4 • Rochester, New York

Email • bill@rwbridges.com

Web • <http://www.rwbridges.com/>

Mobile • +1 (585) 260 7282

---

### PERSONAL INFORMATION

Date of Birth: February 6<sup>th</sup>, 1982  
Place of Birth: Binghamton, New York  
Work Authorization: Yes, authorized to work for any employer in the United States.

### ACADEMIC QUALIFICATIONS

**Rochester Institute of Technology – Rochester, New York** 2007  
Bachelor of Science in Business Administration  
Major: Marketing  
Concentration: Communications

**Broome Community College - Binghamton, New York** 2005  
Associates in Applied Science  
Major: Business Information Management

### HONORS AND AWARDS

**International Honor Society** 2005  
Phi-Theta Kappa Honoree Certification

**Salesmen of the month (September)** 2003  
Highest overall sales within a month  
Ferman Chevrolet, Tampa, Florida

**Sales Trainee Award** 2003  
Top trainee sales for first 2 months  
Ferman Chevrolet, Tampa, Florida

**School-to-Career Honoree Certificate** 2000  
2 year apprenticeship program  
Sanmina Corporation, Owego, New York

### PROFESSIONAL MEMBERSHIPS

**Rochester Young Professionals – Rochester, NY** 2007 – Present

**American Marketing Association (AMA) - United States** 2006 - Present

**Saunders College of Business Alumni - New York** 2006 - Present

### EMPLOYMENT HISTORY

**RAI Telecom, Inc. – Rochester, NY** 2006, 2007  
Marketing Consultant, Team Leader

- Developed an integrated marketing communication's plan coupled with research from laddering and repertory grids.
- Data gathering and analytical research driving our International client base.

**The Agora Initiative – New York and Singapore** 2005 - 2007  
Founding Partner & Lead Consultant

- Standardized internal policies and marketing efforts, resulting in 58 new leads generated each year, a 230% increase;
- Established new firm wide standards for research, reporting, and benchmarking methodologies;
- Optimized communications, developed a Content Management System;
- Conducted client training sessions on website optimization;
- Oversaw operations in New York and Singapore.

**Pro Bono Consultancy – Rochester, NY** 2006, 2007  
Marketing Consultant, Team Leader

- Developed an integrated marketing communication's plan coupled with research from laddering and repertory grids.
- Rochester non-for-profit organizations.

---

- Endicott Interconnect Technologies – Endicott, NY** Summer 2006  
Marketing Intern
- Conducted company research studies and web development strategies.
  - Contributed to customer relationship management implementation.
  - Established a competitive analysis for benchmarking.
- Aeropostale - Johnson City, NY** 2003 - 2004  
Assistant Manager
- Implemented an internal sales competition.
  - Raised monthly sales by 125%.
  - Created a 'check' system; decreased overall store theft.
  - Optimized operations management system; Utilizing manpower while cutting costs
- Ferman Chevrolet – Tampa, FL** 2002 - 2003  
Qualified Automobile Sales: New and Used Vehicles
- Achieved "Salesperson Trainee Award"; top sales for 2 months.
  - Developed strategy towards new vehicle promotion; Resulting in 22% increase from forecasted earnings.
- Sanmina Corporation – Owego, NY** 1998 - 2000  
School-to-Career Apprenticeship
- Field training in semiconductor testing, screening, human resources, operation productivity and information technology.
  - Credited with honoree certificate and class equivalent crediting.

## TECHNICAL AND SPECIALIZED SKILLS

### Skill Sets

Marketing Data Research & Analyst	7 years experience
Personal Construct Theory & Means-end Analysis	3 years experience
Repertory Grid	2 years experience
Sales Management	8 years experience
Relationship Marketing	3 years experience
Internet Analytics	4 years experience
Search Engine Optimization (SEO)	3 years experience

### Software

Microsoft Productivity Suite and Visio	5 years experience
Adobe Creative Suite	7 years experience
SPSS Predictive Analytics	3 years experience
Mindjet MindManager	2 years experience
'Joomla!' Content Management Software	3 years experience

## INTERESTS AND HOBBIES

### Golf

- Handicap level according to the USGA: 8 handicap
- Hole-in-one at Endwell Greens Golf Course – Endwell, NY
- Special interests in tournament and league play;
- Help give free lessons to children and adults;
- Attended seminar on golf course management in 2003;
- Conduct digital imagery of golf course landscapes.

### Sports Memorabilia

- Broome County Sport Card Memorabilia Expo; displayed rare collections.
- Recognized by the Certificate of Authenticity Registry
- Personal collection ranges from player rookie cards to autographed memorabilia.

### Inter-Cultural Studies

- Researched vast countries of International cultures;
- Analyzed International trends and consumer interests;
- Studied International Relations at the Rochester Institute of Technology.

**CLIENT LIST**

## Strategic Consultancy &amp; Optimization

<b>Pro-To-Call Marketing Services</b> – <i>Rochester, NY</i> Business Insurance Marketing Business development & strategic development	Summer 2007
<b>Cure Childhood Cancer Association</b> – <i>Rochester, NY</i> Non-for-profit organization Marketing consulting and resource planning	Summer 2007
<b>Housing Council of Monroe</b> – <i>Rochester, NY</i> Non-for-profit organization Marketing consulting and brand growth consulting	Summer 2007
<b>Rochester Hand Center</b> – <i>Rochester, NY</i> Consumer Services; Health Industry Internet consulting and search engine optimization	Spring 2007
<b>DeJohn Law Offices</b> – <i>Rochester, NY</i> Legal Services Industry Internet consulting and search engine optimization	Spring 2007
<b>Savvy Monkey, LLC.</b> – <i>Rochester, New York</i> Business-to-Business; New Media Technology Internet marketing consulting, search engine optimization	Spring 2007
<b>Label World USA</b> – <i>Rochester, NY</i> Business-to-Business; Print Industry Internet consulting and search engine optimization	Winter 2007
<b>Empire Clothing, LLC.</b> – <i>Genesee, New York</i> Clothing; Retail Industry Growth and marketing consulting	Winter 2007
<b>Bugis Street Developments, Pte Ltd.</b> – <i>Singapore</i> Clothing; Retail Industry Marketing and strategic consulting	Fall 2006
<b>Dance On Us, Pte Ltd.</b> – <i>Singapore</i> Consumer Services; Retail Industry Marketing and strategic consulting; search engine optimization	Summer 2006
<b>Endicott Interconnect Technologies</b> – <i>Endicott, NY</i> Business-to-Business; Semiconductor Industry Internet & Intranet consulting	Summer 2006
<b>E.L.M Construction, Inc.</b> – <i>Henrietta, New York</i> Business-to-Business; Engineering Industry Marketing, branding, and internet consulting	Spring 2006
<b>Nicosia Dental, PLLC.</b> – <i>Rochester, New York</i> Consumer Services; Health Industry Internet marketing and growth consulting	Winter 2005
<b>The Frame-shop of Henrietta</b> – <i>Henrietta, New York</i> Consumer Retail Industry Marketing, branding, and growth consulting	Fall 2005

---

**REFERENCES****Jeffrey Knight***Vice President of Business Development*

Endicott Interconnect Technologies  
1701 North Street  
Endicott, NY 13760

Email: [jeff.knight@eitny.com](mailto:jeff.knight@eitny.com)

Office Phone: +1 (866) 820 4820

**Dr. Neil Hair***Assistant Professor, Marketing*

E. Philip Saunders College of Business  
Rochester Institute of Technology  
107 Lomb Memorial Drive  
Rochester, NY 14623-5608

Email: [neilhair@hotmail.com](mailto:neilhair@hotmail.com)

Office Phone: +1 (585) 475 6322

**Christopher Ponzi***Information Technology Manager*

Lockheed Martin Corp.  
1801 State Route 17C  
Owego, NY 13827

Email: [christopher.ponzi@lmco.com](mailto:christopher.ponzi@lmco.com)

Mobile Phone: +1 (607) 341 3408

**Nicolas Lin***Chief Marketing Manager (Singapore Division)*

The Agora Initiative  
20 West Street 21M  
New York, NY 10004

Email: [nicklin@agorainitiative.com](mailto:nicklin@agorainitiative.com)

Office Phone: +1 (408) 627 4072

Mobile Phone: +1 (585) 410 7103

**Theresa Toro***Chief Marketing and Communications Director*

Endicott Interconnect Technologies  
1701 North Street  
Endicott, NY 13760

Email: [theresa.taro@eitny.com](mailto:theresa.taro@eitny.com)

Office Phone: +1 (607) 755 1857