
WILLIAM BRIDGES

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“Marketing & strategic management consultant with strong sales experience”

Education:

Rochester Institute of Technology - *Rochester, NY* 2007
Bachelor of Science in Business Administration
Major: Marketing
Concentration: Communications

Honors and Affiliations:

Rochester Young Professionals 2007
American Marketing Association, Professional Member 2007
International Honor Society, Phi-Theta Kappa 2005

Professional Experience:

RAI Telecom, Inc. - *Rochester, NY* 2007
Marketing Research Analyst

- Establish new firm wide standards for research, reporting and benchmarking methodology.
- Data gathering and analytical research to drive our International client base.

Agora Initiative (Consulting) - *Rochester, NY and Singapore* 2007
Marketing Consultant, Co-founder

- Developed an integrated marketing communications plans coupled with research from laddering and repertory grids.
- Implemented search engine optimization methodology.
- A detailed client list will be provided.

Endicott Interconnect Technologies – *Endicott, NY* Summer 2006
Marketing Intern

- Conducted company research 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.

Relevant Skills:

Skill sets: Personal Construct Theory, Site and Search Engine Optimization, Laddering Interviews, Relationship Marketing, Market Analysis, and Creative Direction.

Software: Microsoft Productivity Suite and Visio, MindManager, Adobe Creative Suite, ‘Joomla!’ Content Management Systems, and ‘SalesForce’ CRM systems.

Coursework: B2B E-marketing, Internet Marketing, Integrated Marketing, Professional Business Communications, Marketing Research, Operations Management, Professional Selling & Persuasion, and International Relations.

References:

References and relevant recommendation letters are available upon request.
