

WILLIAM BRIDGES

Curriculum Vitae

“Operation & marketing analyst with strong management experience”

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PERSONAL INFORMATION

Date of Birth: February 6th, 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*
Bachelor of Science in Business Administration

Major: Marketing
Concentration: Communications

Broome Community College - *Binghamton, New York*

Associates in Applied Science
Major: Business Information Management

HONORS AND AWARDS

International Honor Society

Phi-Theta Kappa Honoree Certification

Salesmen of the month

Highest overall sales within a month
Ferman Chevrolet, Tampa, Florida

Sales Trainee Award

Top trainee sales for first 2 months
Ferman Chevrolet, Tampa, Florida

School-to-Career Honoree Certificate

2 year apprenticeship program
Sanmina Corporation, Owego, New York

PROFESSIONAL MEMBERSHIPS

Saunders College of Business Alumni - *New York* 2007 - Present

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

American Marketing Association (AMA) - *United States* 2007 - Present

EMPLOYMENT HISTORY

RAI Telecom, Inc. – *Rochester, NY* 2006 - Present
Account Manager

- Account Manager for VOIP Telecommunication operations; supplying Voice, Data, and Accounting support for our client base.
- Oversaw and maintained SQL databases, Network and Switch Administration, Dialing Code Mismatch, and Least Cost Routing.
- Data Analyst and Analytical researcher to drive and segment our international clients based on market demands.
- Internal Project Management and Continuous Process Improvement.
- Managed and oversaw budget and performance standards; achieving target deadlines and time delivery rates.
- Developed Vendor Bill Validation System
- EDI analyst and Duty Coordinator for entire client/vendor base.

The Agora Initiative – *Rochester 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.
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- 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 Internship
- 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
- Managerial Responsibilities.
 - Raised monthly sales by 125% thru internal sales management.
 - 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
Social Media Networking	7 years experience
Sales Management	8 years experience
Relationship Marketing	6 years experience
Search Engine Optimization (SEO)	5 years experience

Software

Microsoft Productivity Suite and Visio	5 years experience
Adobe Creative Suite	9 years experience
SQL and MySQL Database Management	4 years experience
CMS & CRM Software	8 years experience
Web Analytics (Double-Click, Omniture, Google/Yahoo/MSN)	8 years experience

INTERESTS AND HOBBIES

Golf

- Handicap level according to the USGA: 10 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;

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 & Development

MVP Health Care Kid Power Site – Rochester, NY Gary Gait Youth Lacrosse Clinic Online Submission form and User-friendly Site	2007 - Current
MVP Health Care / Preferred Care – Rochester, NY Abby Wambach's Youth Soccer Clinic Online Submission form and User-friendly Site	2007 - Current
BizSense Solutions – Rochester, NY Entrepreneur Sales Consultant Website Development & Search Engine Optimization	Spring 2008
Pro-To-Call Marketing Services – Rochester, NY Business Insurance Marketing Business development & strategic development	2007 - Current
Cure Childhood Cancer Association – Rochester, NY Non-for-profit organization Marketing consulting and resource planning	Summer 2007
Housing Council of Monroe – Rochester, NY Non-for-profit organization Marketing consulting and brand growth consulting	Summer 2007
Rochester Hand Center – Rochester, NY Consumer Services; Health Industry Internet consulting and Search Engine Optimization	Spring 2007
DeJohn Law Offices – Rochester, NY Legal Services Industry Internet consulting and Search Engine Optimization	Spring 2007
Label World USA – Rochester, NY Business-to-Business; Print Industry Internet consulting and Search Engine Optimization	Winter 2007
Bugis Street Developments, Pte Ltd. – Singapore Clothing; Retail Industry Marketing and strategic consulting	Fall 2006
Dance On Us, Pte Ltd. – Singapore Consumer Services; Retail Industry Marketing and strategic consulting; Search Engine Optimization	Summer 2006
Endicott Interconnect Technologies – Endicott, NY Business-to-Business; Semiconductor Industry Internet & Intranet consulting	Summer 2006
E.L.M Construction, Inc. – Henrietta, New York Business-to-Business; Engineering Industry Marketing, branding, and internet consulting	Spring 2006
Nicosia Dental, PLLC. – Rochester, New York Consumer Services; Health Industry Internet marketing and growth consulting	Winter 2005
The Frame-shop of Henrietta – Henrietta, New York Consumer Retail Industry Marketing, branding, and growth consulting	Fall 2005

REFERENCES**John Clark***Vice President / COO*

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Nicolas Lin*Chief Marketing Manager (Singapore Division)*

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