
WILLIAM BRIDGES

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“Operation & marketing analyst with strong management experience”

Education:

Rochester Institute of Technology - *Rochester, NY*

Bachelor of Science in Business Administration

Major: Marketing (BBUM)

Professional Experience:

RAI Telecom, Inc. - *Rochester, NY*

2006 - 2009

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.

Agora Initiative - *Rochester, NY 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 by developing an in-house Content Management System.
- Conducted client training sessions on website optimization.

Endicott Interconnect Technologies – *Endicott, NY*

Summer 2006

Marketing Intern

- Internship conducted between Endicott Interconnect and RIT
- Conducted company research and web development strategies.
- Contributed to customer relationship management implementation.
- Established an extensive competitive analysis for benchmarking.

Relevant Skills:

Skill sets: Project Management, SQL Data Analysis, Search Engine Optimization, Relationship Marketing, Market & Data Analysis, Social Media Networking, and Creative Direction.

Software: SQL Server, Microsoft Productivity Suite and Visio, Adobe Creative Suite, and multiple CMS / CRM systems. Double-Click, Omniture, and Google/Yahoo/MSN Web Analytics; Various Social Media Networks.

Coursework: B2B & B2C E-Marketing, Integrated Marketing, Professional Business Communications, Operations Management, Professional Selling & Persuasion, Financial Account, and International Relations.

References:

References, recommendations, and Curriculum Vitae are available upon request.
