

Colin R. Smith

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EDUCATION

STATE UNIVERSITY OF NEW YORK COLLEGE AT BROCKPORT

Bachelor of Science in Business Administration

May 2006

Concentration in Marketing

- AACSB accredited business program
- GPA 3.21 / 4.0
- Dean's List 3 semesters

MARKETING, SALES AND FINANCE EXPERIENCE

STAPLES

Rochester, NY

Sales Associate

11/2000 – Present

- Ranked as the number one Sales Associate in warranty sales for the 2004 fiscal year
- Won "Associate of the Month" five times since 2000
- Managed CIPS and Big Picture weekly sales reports, highlighted sales vs. goals and presented financial data at weekly sales meetings
- Helped to increase store rankings within Staples corporation by motivating eight employees to reach or surpass sales quotas
- Supervise in-store canvassing and handle inquiries from corporate regarding figures

XYZ BUSINESS

Rochester, NY

Business Office Assistant & Volunteer

2/2001 – 9/2004

- Performed A/P and maintained record log using QuickBooks
- Verified account reconciliations with local banks
- Maintained employee records in HR database; trusted with personnel and salary information

MARKETING AND COMMUNICATIONS PROJECTS

INTEGRATED MARKETING COMMUNICATION

SUNY Brockport

Marketing Plan for Fast Ferry

1/2005 – 5/2005

- Selected a target market, including reference groups and potential advertising channels
- Completed SWOT analysis, as well as determining all levels of an IMC strategy
- Presented entire plan to entire class in a group three

PRINCIPLES OF MARKETING

SUNY Brockport

Market Research Project

Fall 2005

- Created marketing package for Rochester Chapter of American Red Cross with a team; completed demographic research, selected target audience, and designed marketing techniques

LEADERSHIP, AWARDS, AND AFFILIATIONS

President, Club Name

2005 – 2006

Treasurer, Club Name

2004 – 2005

- Contributed to Marketing Club objectives through fundraising, speaker events, and trip planning
- Collaborated on a survey and proposal for an area business
- Organized presentations at the Prudential (Boston) & Eaton (Toronto) Centres

TECHNICAL SKILLS AND INTERESTS

Microsoft Excel, Access, Word, PowerPoint and Works

Moderate Spanish speaking and writing abilities

Marathon running, cycling, and James Bond movies

Marketing Sample