

Joshua S. Robbins

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Recent Graduate with B.S. in Business Administration bringing solid marketing research, product development, and business application skills/knowledge to the corporate and small business sectors.

Group-Oriented • Self-motivated • Dependable work ethic • Enthusiasm for success

EDUCATION & EXPERIENCE

B.S. Business Administration, Concentration in Marketing • University of Maryland, 2007

Study Abroad, Jan. 2006 Participated in an intensive four-week program in the Philippines and Australia studying global economics, business, market research, and product development.

Dupont • Government Relations & Marketing Intern • summers 2005 & 2006

Highlights of Skills & Accomplishments

MARKET RESEARCH • GOVERNMENT RELATIONS • BUSINESS ANALYSIS • PRODUCT DEVELOPMENT
RESEARCH/REPORT COMPILATION • UNDERSTANDING OF SIX SIGMA MARKETING STRATEGIES

- ◆ Researched various divisions of **Dupont** in an effort to gain a broader understanding of the products, divisions, and regulations being discussed in Congressional hearings during summer internships.
- ◆ Compiled and submitted detailed reports regarding different points of view and concerns raised during the hearings.
- ◆ Submitted key feedback noting Congressmen's and Senators' views and voting habits regarding environmental, safety, production, and financial matters.
- ◆ Reviewed key news matters from multiple media sources and compiled/submitted reports to direct supervisor noting corporate business practices, marketing relations, and financial outcomes.
- ◆ Analyzed and researched government agencies' budget procurement process and product needs, and submitted a detailed report based upon findings to assist senior managers in compiling an extensive Six Sigma marketing and business action plan.
- ◆ Assisted in organizational efforts following the merger with Company Z – Contacted over 500 centers from each division of the company and compiled a list of over 1000 contacts noting details and contact information from each manufacturing and operating division's plants and offices.

GROUP PROJECTS • MARKET RESEARCH • BRAND MANAGEMENT • ADD CAMPAIGN DEVELOPMENT

- ◆ Conducted detailed surveys to identify major influences on business patronage, buying behavior, and purchasing habits among Maryland's college freshmen. Assimilated information gathered into a comprehensive report to assist McClain, VA in attracting patrons to its businesses. Met 100% of projected deadlines.
- ◆ Following an intensive hands-on overview and case study of Australia's vineyards, led group research, marketing, and advertising campaign efforts for Leeuwin Estates, an Australian boutique vineyard, targeting fine dining and wine distribution establishments in the Northeastern, United States. The team's efforts captured approval from the company's CEO and Board of Directors.

LEADERSHIP • INITIATIVE

- ◆ Founding member of Pi Sigma Epsilon – national marketing fraternity – Participated in negotiations between the University and the national fraternity in establishing and gaining charter approval.
- ◆ Attended the annual Electronic Entertainment Expo – the major trade show for the Entertainment Software Association (ESA) – to gain first-hand understanding of company forecasts, sales projections, business negotiations, and the importance of business networking.