

James A. McConnell
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Career Objective:

Project management or a marketing position with a growing Internet, or software company where I can use my skills, education and enthusiasm in a professional, mutually beneficial, growth-oriented business environment.

Professional Skills:

- Adept in doing market research and targeting customers according to products and services
- Ability to maintain professionalism, and remain focused under pressure
- Effective written and verbal communication skills
- Superb planning abilities and highly resourceful organizational skills
- Adept at successfully assuming new responsibilities and assignments
- Extremely adaptable team player
- Experience in planning and implementing marketing strategies
- Familiar with the latest trends of social media marketing
- Excellent organizational and computer skills
- Creative professional with ability to forecast
- Skilled in preparing press releases and other promotional announcements

Computer Skills:

- MS Word
- MS PowerPoint
- Front Page
- Dream Weaver
- HTML
- Adobe Photo Shop
- Quark Express

Professional Experience:

Marketing Associate

ABC Marketing House, San Antonio, TX

2012 - present

- Expand services into new target markets using mixed marketing strategies to increase brand awareness
- Participate in trade shows, plan and arrange stalls for material display
- Attend special events to identify closely what people love to buy
- Manage promotional expenditures and activities in conjunction with customer objectives and control costs
- Meet with customers, sales team, and brokers to develop premier marketing, advertising and POS programs
- Direct trade advertising programs, to include creative, production, and media purchases
- Analyze consumer and channel trends and insights to capitalize on category opportunities
- Contact client companies through solicitation and selling of provided services
- Prepare sales and marketing strategies and programs, competitive bids, major proposals and presentations
- Maintain communications with clients to ensure quality service customer satisfaction

Marketing Associate

Tom Financial Services, San Antonio, TX

2009 - 2012

- Identified and converted prospective clients into regular customers
- Contributed in the disbursement of billion dollars loans to corporate clients
- Drafted credit agreements and got it sanctioned from the management
- Drafted legal notice in consultation with company's attorney and posted to delinquent clients
- Performed evaluation of clients' assets for recovery
- Arranged for auctions of clients' properties for loan recovery

Education:

Associate Degree in Marketing

Apex School of Marketing, San Antonio, TX

2008

Reference:

On request.