

WILLIAM FORD

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Local Address:

106 Cheyenne Drive
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Permanent Address:

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OBJECTIVE:

Seeking a research-related position in a marketing or advertising firm where my knowledge and internship experience in market research can be applied

EDUCATION:

The University of North Carolina at Greensboro (UNCG), Greensboro, NC

B.S. in Marketing, December 2009

GPA: 3.62 Dean's List, 5 semesters

Related Courses: Fundamentals of Marketing Research, Economic and Business Statistics, International Marketing, Consumer Behavior, and Principles of Marketing

INTERNSHIP:

Fresh Market (company headquarters), Greensboro, NC

Marketing Intern, August–December 2008

- Gathered data from company databases and created Excel reports for marketing team
- Participated in weekly updates and assisted with creating reports for district meeting
- Accomplishment: Presented research project results on "Highest Revenue Store Sites" to marketing team

MARKETING RESEARCH PROJECTS:

UNCG's International Marketing Course

Export Odyssey, Spring 2008

- Conducted online database research to evaluate local company's competitors in target market
- Created successful marketing plan which achieved export of product in new foreign market
- Developed PowerPoint presentation of results and presented to company owner and class

UNCG's Consumer Behavior Course

Research Project for UNCG Dining Services, Fall 2007

- Designed, tested, administered, and evaluated results of surveys given to dining customers
- Conducted focus groups and in-depth interviews of faculty, staff, and student diners
- Compiled results into booklet and PowerPoint presentation delivered to class

EMPLOYMENT:

AT&T Wireless, Greensboro, NC - Collections Specialist, August 2007–Present

- Explain policies and procedures to 25–30 new hires and routinely check for adherence
- Check customer credit records and make decisions about cellular phone account activation

First National Bank, Charlotte, NC - Teller, Summer 2007

Food Lion, Greensboro, NC - Cashier/Clerk, September 2005–May 2007

SKILLS:

Computer: MS Office 2007 (Word, Excel, Access, PowerPoint), Internet, and some SPSS

Databases: Conducting research in National Trade Data Bank and Lexis-Nexis

Language: Beginning Spanish and French