

# BELINDA JAMES

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## OBJECTIVE

Marketing Management

## SUMMARY

Spring '08 MBA (Marketing) graduate with three years of experience in human resources, business development, and operations. Core experience includes event coordination, marketing/recruiting communications, program development and execution, employee recruitment, external partnerships, and B2B and B2C sales. Excellent written and interpersonal skills as demonstrated through successful team initiatives/projects in multiple career positions and extracurricular organizations.

## EDUCATION

**M.B.A., San Francisco State University, Emphasis in Marketing**  
Expected Graduation May 2008

**B.S. Planning, Public Policy, and Management, University of the Pacific**  
Graduated June 2004  
Minor in Economics

### - Relevant Coursework -

Strategic Marketing, Consumer Behavior, Advertising, Corporate Management and Leadership, Operations Analysis, Project Management, Strategic Management, Organizational Behavior

## EXPERIENCE

### **S.F. STATE UNIVERSITY**

**Marketing Research Associate**, 10/07-present

Collect and analyze primary data for *Innovative and Entrepreneurial Leadership* project aimed at studying how new product development teams in life sciences firms run management systems to improve new product performance.

- Contact 500+ marketing executives to gain industry insight on new product development
- Assess how knowledge management can enhance a firm's competitive advantage
- Collaborate on findings and analysis with SF State's Project Director

### **ALESEA CORPORATION**

**Human Resources Coordinator**, 10/05-present

Led Project Controls function through strategic HR change and continue to ensure cross-business unit collaboration, consistent company messaging, program management, useful analysis, and long-term outlook.

- Oversee staffing of six business units across project sites located on six continents
- Expanded college hire program, increasing number of college hires three-fold and developing a suite of new programming and metric tools for long-term retention
- Maintain and coordinate Alesea's presence at key conferences, annual meetings, and recruiting events, including direct participation and follow-up with attendees
- Develop and present career development strategies and process maps to senior management (e.g., Passport to Success, Intra-departmental Rotation, On-Boarding programs)
- Developed function-wide strategy paper addressing current and future talent needs and associated recommendations, and presented it to all Project Controls Managers at functional committee meeting

**CRAMMEL CORPORATION**

**Management Training/Assistant Branch Manager**, 11/04-8/05

Key player in Crammel's startup in southeast region, responsible for marketing, B2B and B2C sales, operations analysis and optimization duties, and overall management of designated branches.

- Exceeded sales goals, achieving regional top performance in closing months
- Worked with target businesses and internal teams to reach aggressive customer account goals
- Successfully completed the management training program and front-line leadership seminar
- Achieved top branch service rating through strategic approach tying customer service to profit

**DELIN WEEKLY NEWSPAPER**

**Intern**, Summers 2003-2004

Contributed interpersonal, customer service, and sales skills in internship for community newspaper, leading to increased ability to engage community members and effectively convey their messages in end product.

- Met or exceeded a weekly target for sales revenue from classified ads
- Reported for Streetwise, a regular feature reflecting community perspectives
- Edited cover stories, editorials, and other feature articles for factual and grammatical accuracy

**OFFICE OF ASSEMBLY MEMBER ANNA LANTEL**

**Intern**, 6/02-9/02

Project Manager for four successful community projects at inner-city schools, each of which were 100% community funded and required meticulous coordination among large and small businesses, individual volunteers, and non-profit organizations.

- Persuaded local companies to donate resources and negotiated terms of sponsor recognition
- Reached out weekly to participating schools to gather wish lists, offer status reports, and visit sites to meet with students and staff
- Interacted with constituents by responding to their inquiries and representing the Assembly member at public community events

**LEADERSHIP/AFFILIATIONS**

- **Leaders in Business at SF State, Founding Officer/VP Public Relations**, 04/07-present
  - Serve on executive committee to establish organizational mission and approach, and manage the growth of the organization
  - Established partnerships with professional associations in San Francisco
- **Association of Women MBAs (AWM), Member**, 3/07-present
- **Alesea Next Generation, Board of Directors**, 12/05-12/07
  - Served on team that revitalized NextGeners, an organization focused on the orientation, development, retention, and empowerment of employees as they build their careers with Alesea.
- **MBAs Worldwide, Public Relations Chair**, 5/03-6/04, **VP Membership Development**, 9/01-6/04

**COMPUTER SKILLS**

Proficient in MS Word, MS PowerPoint, MS Excel, Outlook  
Basic knowledge of MS Access  
Proficient on Mac OS X and PC

**INTERESTS**

Travel, current events, tennis, and golf