

Paula Roberts

1234 Slack St. • San Luis Obispo, CA 93405 • (805) 555- 1234 • proberts@aol.com

OBJECTIVE To obtain a career marketing position in the wine industry

EDUCATION

California Polytechnic State University, San Luis Obispo June 2007

Bachelor of Science in **Agribusiness**, Concentration: **Marketing**

Relevant Coursework: Marketing Research Methods, Marketing Planning, Global Agricultural Marketing and Trade, Business Strategy Formulation

MARKETING EXPERIENCE

California Polytechnic State University, San Luis Obispo

Paso Robles Wine Center Feasibility Marketing Research Project 9/06 - 6/07

- Surveyed over 250 consumers and winery managers; analyzed and interpreted statistical results
- Conducted primary and secondary consumer and industry research
- Generated target market demographics and category behavior
- Created sales forecast and completed marketing plan for \$15 million center serving up to 5,000 visitors per year
- Collaborated with Paso Robles Wine Country Alliance and City Manager

Export Analysis Project 9/05 -12/05

- Collected primary and secondary market research for Basmati rice
- Studied distribution, operation, production, and marketing costs and ideas
- Formulated a marketing strategy for the commodity

WORK EXPERIENCE

L. James Apparel, Los Angeles, CA 6/06 - 8/06

Sales and Marketing Assistant

- Extensive experience with customer service and sales techniques
- Coordinated appointments and contracted negotiations between buyers and sellers

Coverings Boutique, San Luis Obispo, CA 4/05 - 4/06

Manager

- Assisted in merchandise buying decisions
- Supervised and trained 10 employees
- Provided customer service, conducted sales, and administered daily register duties

COMPUTER SKILLS

Microsoft Word, Excel, PowerPoint, SPSS, Minitab

LEADERSHIP

Recording Secretary, Delta Delta Delta Sorority

- Served on the executive council and assisted with administrative decisions
- Recorded minutes, maintained report archives, and wrote official correspondence