

AGRICULTURAL MARKETING SPECIALIST RESUME

Summary:

A well-educated professional who has vast experience in determining and developing new market strategies for products to be successful in the targeted market; has the capability to produce results within the give time frame; has excellent communication and presentation skills; understands all market movements in order to come up with innovative strategies to control greater market shares for the product sold

Professional Experience:

Green Marketer Specialist January 2007 – present
Green Society, DeKalb, IL

Responsibilities:

Conceptualized marketing strategies, implementing concepts of green energy programs and regulations.
Developed branding concepts for sales initiatives for green products.
Studied regional energy markets which included pricing, market structures and competition in order to develop new strategies to increase market share.
Participated and presented innovative ideas in conferences to promote green energy.
Conducted investigations on the competitors' activities.
Conducted research analysis and surveys on consumer opinions and marketing strategies.
Developed presentation materials, advertisements, and public relations programs to promote awareness of green energy.

Economic Analyst May 2004– January 2007
Green Society, DeKalb, IL

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Education:

MBA in Brand Management, University of Arizona, 1999
Bachelor of Science in Agriculture, University of Arizona, 1997

Skills/Certifications:

- Excellent organizational skills
- Ability to direct and motivate people
- Excellent public relations and public speaking skills
- Ability to develop new business and operations management
- Proficient in computer skills

Associations/Organizations:

- National Agri-Marketing Association, Treasurer
- Agricultural Management Association, Member

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