

Kevin T. Blackmore, Jr.

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MARKETING ASSOCIATE / ADVERTISING ASSOCIATE
Client Relationship Management / Business Customer Acquisition

- **College graduate** with unique blend of experience in customer acquisition, sales/marketing, operations management, client relationship management, and team building in commercial (B2B) marketplace.
- **Creative, energetic developer** of high-level (95%) repeat and referral business. Enhanced revenues, expanded customer account base, and boosted client retention by selling and cross-selling full-service, custom-designed flooring solutions for discriminating buyers within a highly competitive market.
- **Solid customer relationship management skills**, with ability to build on credibility and gain clients' respect and trust quickly. Motivated team player willing to "go the extra mile", partnering with customers and contractors to devise optimal design options for projects ranging from \$10,000 to \$40,000. Additional proven skills and experience in:

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|-----------------------------------|----------------------|------------------------------|
| ■ Client Relationship Management | ■ Consultative Sales | ■ Opportunity Identification |
| ■ Operations / Project Management | ■ Communications | ■ Account Development |
| ■ Customer Acquisition Strategies | ■ Revenue Growth | ■ Training & Team Management |

EDUCATION & TRAINING

Bachelor of Arts, Visual Communications – Kean University, Union, NJ – May 2005

Courses: Interactive Media Design, Photography, PhotoShop, Graphic Design, Visual Communications

Technology Summary: Windows XP/ME, Microsoft Office 2000/2003/XP (Word, Excel), Quark Xpress 5, Adobe Illustrator 10, Adobe PhotoShop 7, Macromedia Flash 5, Internet, PC and Mac platforms.

PROFESSIONAL EXPERIENCE

CAPITOL TILE, MARBLE, & FLOORING – Union, NJ

1998 – present

Family-owned subcontracting firm (tile, hardwood flooring, and carpeting) catering to upscale construction trade.

Project Manager / Designer (functioning as Operations Manager/Business Developer)

Worked full-time while attending college (GPA 3.8). Promoted to Operations Management in 2001, and supervise 12 F/T and 8 P/T employees. Work in tandem with owner, branding and guiding thriving business.

- **Sales Growth.** Key player in propelling business within 7 years from \$80,000 to \$2.5 million. Initiated direct marketing cold calls with new-home general contractors, growing major contractor accounts from 3 to 10 (single-family home and condo projects increased from 30 in 1998 to 150 projects in 2004).
- **Customer Relationship Management.** Collaborate with homeowners and contractors to design and develop elaborate layouts, becoming trusted project advisor. Utilize solution-selling techniques and creative design skills to create added value and extend relationships, cross selling and up-selling to generate additional revenues and solidify account penetration.
- **Training & Team Motivation.** Develop, schedule and motivate 4-6 work crews (3-5 laborers and mechanics each) for custom new-home flooring construction projects. Handpicked to train and supervise employees in new installation techniques, quality production, and top-notch customer service practices.
- **Leadership.** Chosen to run daily operations, including sales and business development, benchmarking streamlined operations processes and innovative marketing strategies to promote best-in-class services.

RATIONALE AND OUTCOME:

With his new degree in Communications, Kevin wanted to change careers from Project Manager in a construction trades firm to Marketing and Advertising. The challenge was to position this new graduate also as an experienced job seeker, with relevant accomplishments to marketing and sales, so that he might "jump on" the marketing career ladder a bit higher up than just entry-level (i.e., making a higher salary).

I positioned his objective clearly at the top in the header area so there could be no confusion about the career path he was pursuing and followed it with relevant bullets supporting that objective (included quantifiers for "proof"). Also positioned relevant keyword table at optimum eye level in resume.

Following the Summary section lead-in, I prominently display his up-to-date and relevant Education, selected coursework, and array of Technology skills particularly important to Marketing.

The contact info, Objective header, Summary section and Education section occupy a bit more than the top half of the resume. The Professional Experience follows last (bottom half of the page). It details his promotion and level of functioning, including supervisory experience. Then I selectively displayed his relevant accomplishments with bullet points. I used keyword lead-in phrases highlighted in boldface that conveyed his background in Sales & Marketing, Customer Relationship Management, Training, Team Motivation, and Leadership (all potentially important to a Marketing position). The accomplishments conveyed the scope of his job, as well as many results that either drove revenue or cut costs.

Outcome: Kevin found a job after 3 months (he needed additional coaching on interviewing) as an Assistant Director of Marketing and Sales for a regional tourism center in southern New Jersey. I had to coach him on how to talk about RELEVANT marketing and sales experiences from his job, rather than talking flooring construction!