

# Christine Harrold

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## CAREER TRAJECTORY ► Power-House Global Business Executive

*Global-minded leader with international business intelligence and inherent drive to thrive in foreign environments. Demonstrated skill in increasing ROI via strategic marketing campaigns that dominantly brand, position, and sell products in offshore markets.*

### Profile

#### NEW MARKET ENTRY AND EXPANSION STRATEGIES, MARKETING COMMUNICATIONS, BUSINESS DEVELOPMENT

Rising global leader and strategist with eight years of experience combining academic preparation/internship and 'real-world' experience facilitating U.S. companies' expansion within emerging markets. Ready to position businesses for aggressive international growth, evidenced by proven high-performance, executive leadership during critical company phases, and cohesive collaboration with senior executives of renowned corporations. Bilingual in English and Spanish.

International business exposure: [China](#), [Czech Rep.](#), [Dominican Rep.](#), [France](#), [Hong Kong](#), [Hungary](#), [India](#), [Italy](#), [Japan](#), [Jordan](#), [Slovenia](#), [Spain](#), and [Vietnam](#).

- Branded a 'change agent' for implementing aggressive marketing strategies/business development tactics for companies such as Harley-Davidson Motor Company and Word Trade Center Division (WTCD).
- Earned a promotion to temporary COO of WTCD through the implementation of tactical market turnaround plans to move "out of the red," successfully hoisting revenue by as much as **60%**.
- Led business missions to China, India, and Vietnam for numerous corporations including, Brigs & Stratton, JP Morgan Chase, Foley & Lardner—**90%** of participants achieved desired goals.

*"Her management style not only motivates, but also challenges those she works with to do nothing but their best work." ~ Tom Klein, Director, Trade Services, WTC*

### Education

**MBA**—THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT, Phoenix, AZ, April 2010  
*Specialized in strategic management and global marketing with a 3.8 GPA.*

- Certificate in Global Business Communications.
- Graduated in top **20%** of class with honors (Beta Gamma Sigma).

*Founder and President, Thunderbird Emerging Markets Business Association*

- Fulfilled a lack of guidance for students interested in emerging markets by providing relevant on-campus events, speakers, and career path direction.

**#1** Int'l Full-time MBA – US News & World for 15 consecutive years  
**#1** Best in Int'l Business, Full-time MBA - FT 2010  
**#10** Competing Globally, Full-time MBA - Business week

### Internship Experience & Milestones

**Onsite Consultant**—Jordanian Market, **International Marketing**—Communications Strategies  
HANANIA IDEAL SOLAR ENERGY COMPANY, LTD.—Amman, Jordan January 2010 to March 2010  
Market leader, family business, manufacturer, and distributor of solar, thermal hot water heating systems.

**Chosen through a competitive application process.** Partnered in a three-week core project that included development of a regional expansion and marketing communications, international risk management strategy, and the creation of a market/partner/product due diligence and evaluation framework.

*Continued—Onsite Consultant*

Identified substantial risk to business sustainability after exhaustive market risk analyses; provided tactics to successfully minimize. Positioned client to pursue dominance over foreign, low-cost Asian competitors and expand regionally.

- Developed re-branding strategy and comprehensive integrated marketing communications plan to strengthen market position and regional expansion through value-add differentiation.
- Created the company's first marketing communications strategy coupled with a regional expansion plan.
- Empowered client through training/education, presentations, and consultations on due diligence and thorough risk assessment to devise improved business/marketing strategies.

**Market Entry Investigations**—New Market Feasibility Studies

June 2009 to August 2009

HARLEY-DAVIDSON MOTOR COMPANY—New York, NY

Fortune #430 corporation (NYSE:HOG); 35% international sales in 70 countries.

**Developed a strategic market evaluation framework** to assess market potential, foreign entry feasibility, and minimize potential market entry risks (standardized by the international division).

- Successfully applied framework to several Southeast Asian markets by conducting in-depth primary and secondary research, learning all aspects of new markets.
- Made spot-on recommendations regarding market potential, priorities, legalities, and entry timelines.

**Chief Operations Officer**—International Marketing

March 2007 to August 2008

Director of Operations

June 2004 to March 2007

WORLD TRADE CENTER DIVISION (WTCD)—New York, NY

Part of the World Trade Center Association; 300 offices globally in 90 countries.

**Partnered with CEO to plot strategic direction and save the division from ruin.** Developed committees and engaged board of directors comprised of senior executives including eight Fortune 1000 corporations such as Manitowoc Co., Briggs & Stratton, and Snap-On Tools.

- Increased revenue by **14%** via development of an inaugural Marketing & Research department to enable corporations to enter new markets by identifying countries ripe for entry.
- Saved **10%** in the annual budget through tactical operations streamlining, while positioning company for long-lasting efficiency to surpass end of tenure.
- Lowered manufacturing cost **20%** by recommending manufacturer move suppliers from China to India.

**As Director of Operations**, implemented reorganization and rebranding plans to revert debt. Ensured financial profitability and daily operations within limited resources. Managed international market research projects and cultivated positive relationships with key stakeholders, including suppliers, board of directors, and junior staff.

- Drove a **35%** revenue increase and gained top 10 position out of 300 within the global World Trade Center network via marketing campaigns that improved PR, brand, and market awareness.
- Ignited **25%** annual revenue increase through creation and management of a unique new service, offering business missions for senior executives to Asia, Central Europe, and the Gulf states.



*Co-owner, Vice President, and Treasurer from 02/07 to Present (while in graduate school full time)*

ENTERTAINMENT GROUP (holding company.) & Harrold's Tavern (operating company)

*Saved over 33% of anticipated investment by negotiating acquisitions. Leveraged press/community events, viral marketing, netting 200% revenue increase in first 6 months.*

# Explanation

Christine is real firecracker. Although she was a new graduate, her achievements and experience match those of more seasoned executives. Therefore, you will find that a strategy was implemented to bring some of that impressive experience to the forefront.

Dropping some of those well-known corporations right at the top should help immediately distinguish Christine from other graduating students. Her original resume had an Objective and then went right into school without even first promoting her vast experience and accomplished background.

Notice also how Christine demonstrated leadership skills in school as well. Her pioneering spirit and "go getter" attitude produces in a variety of settings.

Christine wanted to keep her resume modern but conservative. Hence, I chose to keep the resume within a hue of blues and grays. You will see that while conservative in formatting, the LinkedIn icon, and the sprinkles of blue color add another more interesting dimension to her conservative personality.