

STEPHEN D. NORMAN

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Current Address:

213 Haines St.
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Home Address:

11302 Marbrook Rd.
Owings Mills, MD 21117

OBJECTIVE

A challenging position with advancement opportunities in sales and marketing that provides an opportunity to make a substantial positive impact towards the success of the organization and my own career growth.

EDUCATION

University of Delaware

Bachelor of Science in Business Administration

Major: Marketing; Minor: Management Information Systems

GPA: 3.48; Deans List

Expected Graduation: May '09

WORK EXPERIENCE

- **AGENTS AND CORPORATION, INC** Wilmington, DE - *Fall: '08*
Marketing Intern and Paralegal: Analyzed Google Analytics reports and provided strategies for marketing campaign improvement including demographic targeting, keyword bid suggestions and content targeting. Optimized paid and organic search campaign with a significant capital budget. Created and implemented a new website using asp.net and html. Paralegal work including analysis of excel spreadsheets.
- **BRAVE NEW MARKETS** Owings Mills, MD - *Summer: '08*
Marketing Intern: Maintained, improved and expanded successful Google Adwords campaign; improved Google "pagerank" for company client from zero to 2; gained experience in SEO and SEM; developed content for client website using Microsoft Expressions; assisted with corporate identity establishment for company client. Conducted research on industry information to better understand the target market and market the company more effectively.
- **MARKETING COURSEWORK** University of Delaware - *Spring Semester: '08*
V2G Marketing Project: Applied knowledge of marketing and business in a real world setting. Acted as marketing group leader in conducting marketing research and implementing a marketing program. Utilized SPSS and came to conclusions to benefit clients' marketing campaign. Developed 50+ pg. marketing report which provided the client with detailed insight to better market the product/concept. Project involved: defining objectives, collecting relevant data, analyzing, interpreting, and reporting results/recommendations to management. Earned an A in the course.

- **NORMAN MACHINE TOOL, LTD.** Baltimore, MD - *Summers: '06 & '07*
EBay Store and E-commerce Coordinator and Manager; Database Administrator:
Established and maintained a successful EBay store which brought \$50,000+ in company revenue, and is still thriving; generated promotional/advertising exposure resulting in a 25% increased website activity; maintained and expanded company E-commerce website; managed inventory and took stock of over 2000 pieces of industrial equipment, Developed a Microsoft Access database for company inventory. Interviewed current staff and came to conclusions about improving process efficiency.
- **INNOVATIVE CONSULTANTS, LLC** Newark, DE - *Fall Semester: '05*
Telemarketer: Gained experience in sales, surpassed personal sales quota of three sales per shift during most shifts making an average of 12 sales per shift. Consistently made the most sales per shift of all employees.

HONORS AND ACTIVITIES

2007 Dad Vail's Regatta Silver Medalist, CAA Champion, Deans List – fall 2007, spring 2008, fall 2008; Delaware Men's Crew Team Vice President, Dickinson Community Council, Blue Hen Marketing Club

SKILLS

- Proficient in Microsoft Office
- Expressions
- Visual Basic
- Google Adwords, Analytics, and Sites
- SPSS
- Dreamweaver
- Photoshop
- HTML
- ASP.Net
- MySQL Server
- SQL
- Database Management
- Consumer Behavior
- 3 Years Experience in SEO & SEM
- Basic French

ATTRIBUTES

Team leader, self-motivated, outgoing, dedicated worker, success driven.