



VINCENT ALESE

SOCIAL

Vincentalese@gmail.com
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RELEVANT COURSES

RIT

Product & Brand Management
Internet Marketing
Management of innovation

Geneseo

Consumer Behavior
Advertising and Promotion
Market Research
Quantitative Methods,
Information Technology
Business Communications
Internet Marketing
Organizational Behavior

SKILLS

Microsoft Excel
Salesforce.com
People Import
Demand Tools
Epicor ERP
Google Analytics
MailChimp
Content Creation
Teamwork
Communication
Visual Presentations

PROFILE

I am an MBA student looking for a full time marketing position in the field of consumer products for the fall of 2018. I am looking for a company with a great culture that fosters continued self-growth and where I can apply the skills and lessons I have learned over the past five years.

EDUCATION

- Fall 2017 - Spring 2018 **Saunders School of Business at RIT**
MBA Candidate with concentration in Marketing
- Fall 2013 - Spring 2017 **State University of New York at Geneseo**
B.S. in Business Administration with a Minor in Marketing
Awards/Honors: Dean's List

EXPERIENCE

- June 2017 - Present **REDCOM Laboratories Inc.**
Marketing/ Sales Ops Intern
- Learned Epicor ERP software and developed in-house procedure guide to import customer and contact data
 - Headed data hygiene project to standardize and clean customer database
 - Created content for Facebook, LinkedIn, Email, and company website
- May 2016 - August 2016 **Leviton Manufacturing Co.**
International Business Development Intern
- Created and Analyzed Salesforce.com reports with Microsoft Excel
 - Maintained extensive confidential employee database with PeopleImport and DemandTools Software
 - Headed data cleanup and standardization projects, updating over 55,000 accounts, contacts, and profiles
- May 2016 - August 2016 **IZOD & Tommy Hilfiger**
Sales Associate
- Created point of sale and merchandise displays to maximize product exposure
 - Analyzed current sales figures and communicated updated sales goals
 - Worked closely with managers to meet detailed corporate standards
 - Provided friendly customer service to enhance the buyers experience
- May 2016 - August 2016 **Long Island Ice and Fuel**
Line Operator