

45 Matthies Street
Beverly, MA 01915
978-578-4257

<http://www.Linkedin.com/in/AdamFullerton>

Current Career Objective: To obtain a position in the field of Internet Marketing at a progressive firm.

SKILLS

Management & Supervision: Comfortable supervising teams and easily step into leadership roles when asked.

Broad Business Perspective: Experience working in small, locally owned firms to large multinational corporations.

Technical: Proficient in most commonly used Microsoft applications, comfortable with both Mac and PC, well-versed in mechanical and basic engineering principals. Understanding of most web-based applications.

Marketing: Creative Strategy, Sales, Trend Identification, Market Segmentation, and Long Tail Marketing Strategy

Internet Marketing: Analytical skills, Social Media Marketing expertise, passion for search engine optimization and web analytics. Ability to translate both proven and experimental marketing techniques to the web while monitoring and reporting effectiveness and ROI.

EDUCATION

Champlain College, Burlington, VT

Bachelor's Degree in Business with a focus in Marketing & Media Communication, Graduated May 2008

Major GPA 3.2/4.0 Overall GPA 3.0/4.0

EXPERIENCE

Union Street Media, Burlington, VT

May, 2008 – September 2008

Account Manager and Marketing Consultant

- Sales generation & lead research toward penetrating a new regional market in Western Massachusetts
- Was assigned to manage correspondence related to both technical and marketing services with over 150 clients' websites
- Conducted over 60 client meetings, both in person and on the phone, geared at improving brand awareness, online visibility, site visitor experience, and lead generation
- As a member of the Internet Marketing team was called upon for input and decision making related to marketing both on and off-line for clients and the company

Union Street Media, Burlington, VT

January, 2008 – May, 2008

Internet Marketing Intern

- Perform market research in an effort to penetrate new markets
- Analyze website data as to regulate website effectiveness
- Created and maintained over 250 Google Analytics and Google Webmaster accounts accounts for clients
- Work on Search engine Optimization tasks as part of a broad Internet Marketing approach
- The first intern to serve as part of the initial Internet Marketing team at the organization

Sears Roebuck & Co., South Burlington, VT

September, 2005 - Present

Customer Service and Sales Associate

- Perform as many as 100 financial transaction per shift as a Hardware Sales Consultant
- Work an average of 20 hours per week while in school full time
- Complete training in customer service relations on a bi-weekly basis
- On more than one occasion served as a Marketing and Signing Consultant to the Store Manager

Community Involvement

Boy Scouts of America, Beverly, MA

September, 1993 - Present

- Achieved Eagle Scout as a result of coordinating a fund raising benefit attended by 80 people to assist local food shelf
- Organized canoe and camping trips for groups of younger scouts and Instructed numerous wilderness, outdoor sports, and first aid courses
- As a scout, learned valuable skills like team and group leadership, professionalism, preparedness and dependability