

ESSENCE .A.THOMPSON

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Address:

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M: (803) 467-3733

Career Objective:

A qualified administrator, possessing extensive knowledge in various aspects of operations of sales, marketing and general administration with a wide range of technical proficiency in call centre environment & an excellent understanding in the intent of quality management systems.

Education:

2006 : **Associates Degree**
Midlands Technical College Columbia, SC.
Major: Health Science
U. S. A.

Skills and Strengths:

- Administrative Strategies & Campaigns
- Corporate Communications
- Creative Team Leadership
- Product Positioning & Branding
- Web & Print Content Development
- Focus Group & Market Research
- Development of Training Materials
- Sales Collateral & Support
- Public & Media Relations
- New Product Launch Strategy.

Professional Experience

TIME WARNER CABLE LTD

(JUN '06 – APRIL '09)

Position: ACCOUNT/ADMINISTRATIVE SPECIALIST

- Creation of web portal to transform previously archaic intranet into a dynamic website improving communication flow and adding an effective sales tools for field reps.
- Writing catalogs, course guides and training brochures that enhances the sales reps understanding of complex product features and helps in effective sales.
- Performing an ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve.
- Leading market launch of new products. Identifying opportunities, researching new product possibilities, collaboration with technical team and creation of profits generating campaigns in annual sales.
- Leveraging strengths in cost-effective marketing management and vendor negotiations to strike an average underbudget (without compromising business growth goals)
- Producing media kit that demonstrates key marketing analytics for use in sales presentations as an instrument in closing numerous high-level deals.
- Directing the development and implementation of global communication strategy and providing up-to-date information to the senior management.
- Managing all PR and marketing communications activities including the creation and application of new brand identity, investor focused website and bi-monthly in-house magazine.
- Coordination of the preparation and dissemination of information to company shareholders & internal/external stakeholders.
- Developing marketing programs for a variety of business-to-business clients using an integrated approach to create balanced programs for clients to build their respective businesses.

CINGULAR WIRELESS

(MAY '05 – MAY '06)

Position: RETAIL SALES ADMINISTRATIVE CONSULTANT

- Improved relations with retail customers, contractors, financial advisors, and other referral sources in meeting potential sales targets.
- Reviewed and analyzed service packages for preliminary approval or denial in accordance with contract's guidelines.
- Assembled all required documentation for processing, underwriting on each transaction and prepared presentations on all related deal points to the management when required.
- Balanced books, managed daily deposits, and assisted customers with technical solutions.
- Maintained database of over 500 clients and provided continuing correspondence to ensure satisfaction and generation of future revenues.

VERIZON WIRELESS- COLUMBIA, SC

(jul '99 – Mar '05) **Position:** LEAD COORDINATOR/ TIER 1 & 2 TECH SUPPORT

- Evaluated employee performance and provided feedback.
- Conducted monthly and quarterly performance reviews
- Monitored real time adherence systems
- Completed monthly remote monitors on each assigned specialist and provided feedback.
- Evaluated customer concerns and provided satisfactory solutions and initiated corrective actions.
- Analyzed, researched and resolved billing services & equipment enquiries.
- Performed other administrative duties required to meet departmental & company goals.

Interests and Hobbies:

I enjoy reading, meeting new people, traveling, riding, driving and swimming.

Ambition: To establish a career in Business administration and related fields of Marketing, to acquire expertise on areas of my Profession and interests.

REFERENCES:

Upon request.