

JAMES PLOTNIK

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Self-motivated MBA graduate with project management and marketing experience looking for employment that will utilize my skills within a marketing role. Strong communicator with an analytical mind and a strong work ethic. Experienced in contributing to important business decisions and working successfully on many complicated projects.

Education

MBA – Marketing, GPA: 3.54, University of Colorado at Denver, 2007

BA – Economics, Minor: Business, GPA: 3.40, University of Colorado at Boulder, 2003

Professional Experience

Business Consultant, Self-Employed, Chicago, IL 2007 – Present

- Managed timing, placement and distribution of marketing communications including direct email campaigns to more than 1,500 recipients.
- Created, implemented and built online social marketing strategies for small businesses and non-profits.
- Oversaw the transformation of 20 retail stores across the country for a major cell phone company to improve customer experience and sales through updated brand standards.
- Managed project that included hiring, training, coordinating and organizing a team that merchandised 180 new retail stores on time and within budget.

Development Assistant & Interim Director of Development, The Logan School, Denver, CO 2006 – 2007

- Supervised a committee of 20+ members to plan, promote and hold Auction fundraiser with 300 attendees and \$100k gross income for this nonprofit organization focused on gifted education for children ages four through fourteen.
- Used extraordinary interpersonal skills to develop and foster relationships with upper management, board of directors, community members, donors and vendors.
- Managed department communications and database with over 1,000 community members.
- Created response rate tracking and reporting system for marketing communications that resulted in department focusing on more effective, efficient and cost saving methods.
- Oversaw the management of databases and all records, files, and gift processing.

Licensed Personal Banker, Wells Fargo Bank N.A., Wheat Ridge, CO 2005 – 2006

- Established new business through referrals and networking.
- Created action plans and investment strategies for customers through analysis and forecasting.
- Conducted loan closings with close eye for detail to ensure accuracy.
- Increased customer satisfaction by assisting with balancing and reconciling their accounts.
- Improved compliance with internal audit standards by analyzing data and monitoring Policies and Procedures.

Summary of Qualifications

Strong written & verbal communication skills, Close attention to detail, Analytical, Interpersonal skills, Project management, Organizational skills, Problem solver, Customer service, Volunteer, leader, Computer proficient: Microsoft Word, Excel, PowerPoint, Outlook, QuickBooks, Type 85 WPM