

ALAN EASTERN
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Known as a hard-working individual with an unlimited drive for success

SUMMARY OF QUALIFICATIONS

Self-motivated marketing intern with experience in diversified manufacturing and retail environments. Customer service background with proven ability to build relationships and resolve complex issues as they correlate to marketing and sales related challenges. Developed an increased understanding of the marketing and sales arena. Expertise in Microsoft Office Suite and Insightly software.

EDUCATION

- Raw University, Gladtown, NJ – Bachelor of Science in Business Marketing – Targeted Graduation January 2020

Relevant Coursework Studies

Principles of Marketing ♦ Personal Selling ♦ Marketing Research Methods ♦ Consumer Behavior
International Marketing ♦ Social Media Marketing ♦ Digital Marketing

PROFESSIONAL INTERNSHIP EXPERIENCE

Troymade Corporation, Preytown, New Jersey

(One of the leading home textile manufacturing and export companies from India with more than 3 decades of supplying the finest home furnishings to the best retailers across the globe)

Marketing Intern

Collaborated with Vice President throughout interaction with customers, to include Burlington, Macy's and Zola.com. Product lines were comprised of bedding and baby products. Joined forces with Vice President to advertise and promote showroom closeout and to stimulate customer sales.

- Worked closely with Vice President to show and sell products during hands-on participation in the showroom. Secured contacts with RV distributors throughout the United States through avid and persistent cold calling.
 - Photographed showroom products to be used on Craig's list. Images were also used to assist in cataloging and coordinating of products for overseas factories in India.
 - Distributed promotional material to over 50 home textile companies in our building to promote Textrade products and sales, with a goal of liquidating inventory, due to an upcoming company move to an alternate location.
 - Accompanied Vice President to meet with Burlington buyers to market and sell private label baby bedding.
 - Interacted with Macy's and Zola.com to establish a vendor line list. Line list assisted in populating and organizing product information, such as size and color and served to establish itemization of products through the use of attributes and site data.
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BBB America, Froytown, New Jersey

(A leading food broker and FMCG (Fast Moving Consumer Goods) dealer for small and major food companies)

Marketing Intern

- Under the direction of the President of U.S. and Global Markets, researched and developed a press release for a food sealer product, Lofaho, targeted toward direct consumers and restaurant owners.
- Worked with senior management to update existing company database through avid research and use of CRM (Customer Relationship Management) software. Software assisted in organizing and migrating contact data into Mail chimp.
- Established a social media presence with Twitter to increase company exposure to direct consumers, restaurants and food related businesses.
- Communicated with President of U.S. and global markets through the use of an international text messaging application (Kakao).
- Worked as part of a team to develop a tagline for a new kitchen product adding a user friendly feel and giving a more inviting presence to the product.

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MMM Corporation, Manalaw, New Jersey*(Twenty years of expertise in integrated marketing and packaging design transforming unique ideas into solutions)***Marketing Intern**

- Worked with management and attended Chicago Houseware Show in 2016 to proactively market MMM's creative products and services and solicit new business opportunities, while forming cohesive relationships with houseware manufacturers.
- Took initiative to setup a CRM through the use of an Insightly platform, which served to create an at-a-glance view, organized and managed leads, and created ease of following through on existing and potential business opportunities. Platform improved the overall follow-up process and enhanced the speed on hundreds of sale closings.

CAREER CHRONOLOGY

Barista	Starbucks, Manalapan, NJ	06/2019 – Present
Marketing Intern	Troymade Corporation, Preytown, NJ	05/2018 – 08/2019
Marketing Intern	BBB America, Froytown, NJ	06/2017 – 08/2019
Marketing Intern	MMM Corporation, Manalaw, NJ	07/2016 – 08/2017

TECHNOLOGY PROFICIENT

- In-depth knowledge of social media platforms: Twitter, Facebook, Instagram and LinkedIn
- Microsoft Office Suite: Microsoft Word, PowerPoint and Excel Email
- Other Software Applications: Insightly
- Other Technology: Internet Research and Google Ads