

Matthew Ryan Baum

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Address: 4002 Winter Ln. Valparaiso, IN 46385

OBJECTIVE:

To obtain a position in which I can utilize my skills in Marketing and Sales to improve the organization.

EDUCATION

Butler University

Bachelor of Science in Business Marketing

Graduation: May 2010

PROFESSIONAL EXPERIENCE

Wellspring Pharmacy, Indianapolis, IN

Marketing Intern

- Developed and led in store promotions and ran them
- Entered new patient data software into the computer
- Developed various campaigns: meet your pharmacist, birthday message greeting, etc.

Indianapolis, IN

September 2009 to Present

Innovar LLC.,

Sales Consultant

- Marketed Pump-It-Up; an all exclusive party experience
- Marketed and sold party packages to various groups: church, daycare, schools, etc.
- Designed dental tourism marketing plan for Costa Rican doctor

Indianapolis, IN

May 2009 to August 2009

Zipfizz Corporation

Sales Promoter

- Marketed drinks for Zipfizz corporation in the Indianapolis area
- Set up a stand in Costco where I informed customers about the product and provided samples
- Routinely received recognition for achieving /exceeding sales goals
- Leading promoter in Indianapolis

Indianapolis, IN

February 2008 to Present

General Promoter

Promoter

- Led various Marketing companies over the summer doing promotions at concerts
- Companies included Lucky 415, In Field Promotional Staffing, and Ogilvy Action
- Promoted Pineapple Express at Warped Tour, Rockband at Projekt Revolution, and Wrigley's Gum

Indianapolis, IN

June 2008 to Present

COMMUNITY INVOLVEMENT

Sigma Chi Fraternity

- Historian
- Brotherhood Chairman
- Student Government Association Representative

January 2007 to Present

Keep Indianapolis Beautiful

August 2009

Volunteered on Spring Break 09' in Costa Rica

March 2009

SKILLS

Computers: Microsoft Access, Excel, PowerPoint and Word