

Mark Eter

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Profile

- Respected leader of creative teams, multimedia divisions and corporate communication departments
- Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images
- Professional experience leading corporate marketing and internal communications for companies across diverse industries

Education

University of Alabama at Birmingham

Bachelor of Science in Marketing

Minor: General Management

- **GPA: 3.55/4.00**
- Software: Microsoft and Adobe Photoshop
- Technical: Java and web development (PHP)

December 2017

Employment Experience

Sherman Williams

Marketing Trainee (January 2017 – Present)

- Develop materials to support business development and property marketing initiatives
- Customize proposals, pitch books, presentations, brochures, and executive summaries for commercial properties
- Provide appropriate solutions to creatively transform data (information and messaging) to prospective and existing clients
- Collaborate with the Marketing Agents and Assistants for visual presentations

Birmingham, AL

Office Depot, Inc.

On-Site Business Intern (October 2016 – May 2017)

- Conducted marketing research to determine interest level in Office Depot and diagnose consumer pain points and used findings to develop strategies to increase through events and promotions
- Spearheaded initiatives to make Office Depot the primary provider for office supplies into five distinct consumer groups
- Created and implemented pilot student program featuring corporate-level discounts and free next-day shipping with potential for program to be expanded to universities nationwide

Birmingham, AL

Altec

Marketing Communications Intern (May 2015 – August 2016)

- Assisted with writing articles and content for website (InDesign and Photoshop)
- Posted content and create graphics for social media channels
- Provided administrative assistance with event planning between clients, graphic artists, and designers

Birmingham, AL

Leadership

American Marketing Association

Vice President (August 2014 – August 2017)

- Communicated once a month with the Birmingham professional chapter to distinguish student participation
- Co-facilitated the National Marketing Week on campus
- Secured professional development opportunities within the Birmingham community (volunteerism)
- Identified specific building decorations for specific programs across campus

Birmingham, AL

Certifications

- Professional Sales Certificate
- Business Research Certificate