

DAVID MORRISON

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OBJECTIVE

A career that offers advancement based on performance and application of knowledge and experience in the areas of marketing, sales, and management.

EDUCATION

Bachelor of Arts, Marketing

Southeastern Louisiana University, Hammond, LA GPA: 3.7 Graduation Date: May 2016

Major Coursework: Sales Management, Marketing Research, Consumer Behavior, Personal Selling, Advertising, Public Relations, Marketing Management, Principles of Management, Business Strategy, International Business, Public Speaking

Special Course Projects:

Participated in an international marketing project simulation demonstrating management and marketing skills and knowledge of global marketplace. Led a class team in developing a marketing plan and presentation to achieve a mock marketing venture.

EXPERIENCE

Residential Sales Representative, XYZ Security, Inc., Baton Rouge, LA, January 2014 - present

Conduct in-home sales presentations to potential customers by identifying positive features and advantages of XYZ's products and services over those of the competition. Educate potential customers on specific product features and make recommendations based on needs. Initiate sales of reactivation services and upgrade products within assigned territory to customers who previously discontinued XYZ. Follow up with prospects, and with existing customers after installation to ensure satisfaction. Process work orders and complete all paperwork in accordance with approved and standardized procedures. Establish strong, positive relationships with broad range of customers and professionally represent business.

Sales and Service Representative, Verizon, Baton Rouge, LA, April 2011 - December 2013

Provided cellular and pager product descriptions and rate information to customers. Initiated sales of services to walk-in and telephone customers, covering a full range of services in a prompt and professional manner. Assisted customers with retail transactions, in selling cellular and paging services to new and existing customers. Processed cellular and paging payments on accounts. Established rapport with broad range of individuals through personal and telephone contact.

Floater Teller, Parish National Bank, Baton Rouge, LA, December 2009 - January 2011

Assisted customers with checking accounts, savings accounts, money market accounts, CD's, loan payoffs, fund transfers, and phone transfers. Explained and provided product descriptions and rate information to customers, making recommendations based on their needs. Input and processed checking and savings deposits, check cashing and savings withdrawals, loan and credit card payments on accounts. Audited various cash drawers at different branches, and assisted in solving teller outages as needed by serving as head teller.

ORGANIZATIONS & HONORS

- American Marketing Association (AMA): Assisted in coordinating student event with employer representatives providing information on resumes, interviewing, and job search strategies
- Dean's List; Thirteen Club honors recognition.