

# SARAH TAYLOR

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## HIGHLIGHT OF QUALIFICATIONS

- Over 5 years of progressive management experience in consumer products including product management, marketing, and vendor relations
- Significant experience in developing internet and catalog marketing campaigns
- Demonstrated track record of improving sales and cost reduction

## BUSINESS OPERATIONS & MARKETING EXPERIENCE

Levenger

Delray Beach, FL

### Product Manager

Aug. 2002 – Present

- Manage multiple product lines including: leather, lighting, desk accessories and writing instruments
- Oversee production and vendor relationships, pricing, and marketing for all aforementioned product lines
- Increased revenue for desk accessories division over the past 3 years by 30% by reducing production costs and streamlining distribution channels
- Improved sales for all product lines by 20-30% through new catalog and internet marketing strategies
- Trained three Assistant Product Managers and supervise their daily activities
- Promoted to current position based on strong vendor relationships and prior performance

### Assistant Product Manager

Jan. 2001 – Aug. 2002

- Supported Product Manager on various product lines including: leather, lighting, desk accessories and writing instruments
- Conducted data analysis on sales in each area and reported on purchases at weekly meetings
- Collected data on manufacturing operations and developed cost comparison reports

Office Depot

Delray Beach, FL

### Marketing Intern, Corporate Sales Division

May 2000 – Dec. 2000

- Managed existing corporate customer data – collected information and reported findings at weekly meetings
- Researched potential new clients in South Florida region and prepared reports used for prospecting calls
- Participated in department meetings; drafted and distributed meeting minutes

## COMPUTER SKILLS

Microsoft Office (Excel, PowerPoint, Word, Access), Internet Research

## ACTIVITIES

MBA Association, FAU, Member (2005 – Present)

American Marketing Association, Member (2000 – Present)

## EDUCATION

Florida Atlantic University

Boca Raton, FL

### Masters of Business Administration

Expected May 20XX

*Areas of Specialization:* Operations Management & Marketing

*GPA:* 3.8/4.0

### Bachelor of Business Administration

Dec. 2000

*Overall GPA:* 3.9/4.0

*Honors:* Summa Cum Laude, Dean's List



FAU CAREER CENTER

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