**Robert Marley**

Houston, TX

(713) 555-6789; [bobmarley@uh.edu](mailto:bobmarley@uh.edu)

**EDUCATION**

**University of Houston, C. T. Bauer College of Business**

Master of Business Administration, GPA 3.8/4.0, May 2014

Certificate in Global Supply Chain

**Universidad Simón Bolívar** Caracas, Venezuela

Bachelor of Science in Marketing and Information Technology, GPA 4.7/5.0, January 2000

**PROJECTS**

Supply Chain Analysis Project for Green Energy International

* Conducted spreadsheet modeling and data analysis of ERP system and presented results yielding potential cost savings of 23% to key stakeholders in for Green Energy International’s Global Supply Chain segment
* Analyzed vendor contacts within the global supply chain segment in support of process improvement initiatives for global organization

**EXPERIENCE**

**Big EnerG, Inc. (2006-present)** Houston, TX

*Program Manager (2007-present)*

* Promoted from Business Development after less than one year in a track that typically takes three years.
* Led team of 5 engineers and marketing professionals to bring new online customer service tool to market.
* Implemented changes to testing process, decreased error rates, and completed project ahead of schedule.
* Developed online communication process that increased the marketing reach and stayed 15% under budget.
* Led implementation of in house and vendor systems. Coordinated teams of developers and vendors.

*Business Development Manager (2006-2007)*

* Conducted insight analysis of international customer and consumer data.
* Presented promotion and pricing recommendations to the marketing and operations departments, resulting in strategic changes in these areas.
* Initiated and implemented customer insight analysis protocol to VPs of Marketing, Development, and IT.
* Developed processes for mining data from old customer databases to prepare for transition to new system.

**Butcher, Baker and Witt, Inc. (Marketing Consultant to Fortune 1000 Clients) (2003-2006)** Houston, TX

*Sr. Consultant (2005-2006)/Consultant (2003-2005)*

* Evaluated, staffed and managed 6-18 month projects with budgets of $200K - $4M and 2-12 personnel.
* Increased profitability for clients as much as 35% by recommending direct mail / online marketing changes.
* Designed and implemented customer research programs based on independent research conducted for clients primarily in the petroleum and energy industries.
* Worked extensively with focus groups, surveys and data warehouse research for a variety of clients.
* Developed online database systems, using SQL, Access and FrontPage, for tracking and improving efficiency of client services groups in global petroleum and utility companies.

**Global Corp. Oilfield Services (2000-2003)** Venezuela, Peru, Brazil

*System Technician*

* Assisted in saving millions of dollars by developing a complex database system that tracked projects, supplies, costs and time lost throughout the South American drilling and oilfield operations.
* System exposed significant inefficiencies and was used as a model for other divisions around the world.

**ADDITIONAL**

Permanent work authorization for the United States

Fluent in English and Spanish

Bauer MBA Society, Member, 2011

Microsoft Certified Professional, 2010