

STEVEN FERRETTI
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OBJECTIVE:

To obtain a career in the marketing industry by utilizing my analytical, leadership, interpersonal, and organizational skills for the benefit of the company.

QUALIFICATIONS:

- Entrepreneurial spirit, never settling for the status quo.
- Highly effective presentation and closing skills.
- Excellent relationship management skills used to build customer loyalty.
- Strong advocate of teamwork, job excellence and continuous improvement.

EDUCATION:

MERCY COLLEGE, Dobbs Ferry, NY

Master of Science in DIRECT & INTERACTIVE MARKETING, expected graduation date, Sept. 2008

ARCADIA UNIVERSITY, Philadelphia, PA

Bachelor of Arts in BUSINESS ADMINISTRATION with a concentration in MARKETING, May 2004

WORK EXPERIENCE:

12/06 - 5/08

WINE ENTHUSIAST, Elmsford, NY

A major distributor of wine products and wine-related items including serving tables, glassware, etc.

ASSISTANT PRODUCT MANAGER/BUYER, Business Development Specialist

- Traveled extensively to Asia to negotiate manufacturing and pricing contracts.
- Ensured that all contracts satisfied quality objectives.
- Set-up distribution infrastructure to move products to U.S. markets.
- Established collaborative working partnerships with sales and marketing teams to facilitate new product development.
- Presented new product design concepts to manufacturers.
- Reviewed production schedules, forecasts and seasonal trends to plan inventory requirements.
- Analyzed product line for each catalog mailing.
- Attended numerous trade shows in order to increase current product line.
- Helped produce catalog by determining price, placement and editing of product and copy.
- Accompanied Sales Representatives on presentations to major retailers and end users to achieve high close rates
- Prepared and presented weekly presentation to the executive staff
- Ran and analyzed monthly and quarterly sales, returns and vendor performance reports.
- Organized and wrote meeting summaries and trade show reports
- Promoted to Buyer position after only 6 months of being hired

INVENTORY PLANNER

- Responsible for managing and executing company inventory management goals
- Planned, forecasted, purchased, and liquidated inventory, along with the responsibility of managing category goals for both gross margin and inventory turnover.

10/04 - 12/06

CONSOLIDATED EDISON, Valhalla, NY

The largest electric and gas utility in the United States.

STRATEGIC PLANNER

- Reviewed all capital and maintenance projects designed to upgrade energy distribution infrastructure.
- Interfaced with purchasing and engineering to identify material requirements for major projects.
- Worked with supply vendors and existing Inventory Managers to ensure availability of all equipment and material needs.
- Used various computer applications to update and maintain inventory systems.

INTERNSHIPS:

1/04 - 4/04

MERRILL LYNCH, Philadelphia, PA

MARKETING INTERN

- Reported to the Vice President of Branch Operations
- Performed detailed account research to identify clients with high rates-of-return on their investment instruments.
- Prepared detailed reports for use by the Vice President to formulate re-investment strategies.
- Developed promotional brochures and literature to keep clients apprised of new product offerings.

1/04 - 4/04

PHILADELPHIA 76ers, Philadelphia, PA

MARKETING INTERN

- Designed fan/client surveys as part of a marketing initiative entitled "Fan Track".
- Used survey data to identify fan demographics and trends regarding multiple issues.
- Established an on-line survey format to facilitate data collection and retrieval.
- Prepared survey summaries for executive review and incorporation into the strategic planning process.

8/03 - 12/03

PHILADELPHIA FLYERS, Philadelphia, PA

PUBLIC RELATIONS INTERN

- Worked in press box during games
- Established positive working relationships with member of the media
- Assisted with the writing and editing of the Game Day magazine

5/00- 9/00

HUDSON VALLEY RENEGADES, Beacon, NY

MARKETING INTERN

- Worked with marketing department to design game entertainment packages.
- Focused marketing efforts on expanding fan base via incentive programs.
- Part of marketing team that increased fan participation by 30%.

COMPUTER SKILLS:

Microsoft Windows, Microsoft Office, Ecommetry, Taurus, SmartDM

References available upon request