

DAVID A. JECKER

4253 Hunt Drive, Apt. 2903 • Carrollton, TX 75010
866-837-7815 primary • 972-394-3839 alternate • dave@jeckers.com

Dear Hiring Executive:

Please find enclosed my resume, submitted in response to a recent advertisement detailing your need for a marketing/brand manager. My qualifications include an M.B.A. in marketing and four years of experience in merchandising, promotions, and retail operations. Moreover, I possess a proven track record of carefully planning and executing projects, delivering results on time, within budget, and in accordance with specifications. I am certain my creativity, strong organizational skills, and proven communication and problem solving abilities will prove of immediate value to your team.

In previous positions, my responsibilities included promoting a company's publications; coordinating a store's participation in non-profit events; and contributing to the development of a studio's marketing materials. In addition, I have actively participated in the creation of numerous films, videos, theatre/stage productions, and fashion shows, serving in a variety of design and support capacities.

Upon your review of my resume, please contact me so we may determine how my credentials align with your specific requirements. I look forward to your positive reply and thank you for your consideration.

Sincerely,

David A. Jecker

Enclosure

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Qualifications for Marketing / Brand Management

Dynamic, creative, team player and leader recently graduated with an M.B.A.—specializing in marketing—and possessing four years of experience in merchandising, promotions, and retail operations. Adept in devising innovative solutions to complex problems while exhibiting strong organizational and communication skills. Proven track record of planning and executing projects, delivering results on time, within budget, and in accordance with specifications. Technically savvy; proficient in Microsoft Office and capable of quickly learning and applying new technologies. Expertise encompasses:

Ideation • Research • Writing • Advertising • Event Planning • Product Development/Marketing

PROFESSIONAL SYNOPSIS

Marketing

- Promoted the continual growth of a company's publications through effective marketing and quality customer service management.
- Planned and implemented participation in non-profit events to elevate community awareness of a corporation as well as market its products.
- Participated in the distribution of marketing materials for a post-production studio to its clients as well as in the coordination of special in-house events.
- Provided direction in maintaining a consistent "look and feel" for a large department store; coordinated sales promotions, marketing, and special events while adhering to the values, expectations, and continuity standards established by corporate headquarters.

Event Planning

- Ensured the efficient execution of various live entertainment productions at a major theme park, including special event and daily show performances, by effectively operating audio/visual equipment and coordinating performers.
- Participated as a member of a team that traveled throughout the southeast to re-open, re-model, or close various stores.

Client/Staff Relations

- Responded to customer queries and complaints; resolved issues through research and/or personal knowledge. Updated customer account information and contacted account executives and clients regarding policy changes.
 - Served as a production assistant to sales and production executives. Assisted visitors and guests, Universal Studios staff, and freelance artists using both post-production studio and Universal Studios' back lot/sound stage facilities.
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CAREER TRACK

PALM COAST DATA, **E-mail Customer Service Representative**.....2000 to 2002
BELK, **Visual/Merchandising Manager**1996 to 2000
UNIVERSAL STUDIOS, **Technician V/VI – Stage Assistant**.....1995 to 1996
CENTURY III POST-PRODUCTION STUDIOS, **Marketing Intern**1994 to 1995

EDUCATION

M.B.A. – Marketing/Leadership (2005), Capella University
B.S. – Computer Information Systems (2002), St. Leo University

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Resume Addendum

PRODUCTION SUMMARY

Film & Video	WKC-TV: Kid's Club Television	Jones Cable Company	Production Design
	Bob Evan's: <i>Winter 95</i>	Eire Productions	PA
	Pepsi: <i>A Day in the Life</i>	Lorenzini Designs	Scenic
	Pepsi: <i>A Day in the Life</i>	Gartner-Grasso Productions	PA
	Feature: <i>Captiva</i>	Century III Post-Production Studios	Assistant Colorist
	Reebok: Step Reebok	Century III Post-Production Studios	PA
	Music Video: <i>Missing Thing</i>	E.C. Productions U.C.F.S.F.P.	Gaffer
	Internship	Century III Post-Production Studios	Marketing
	<i>Sea Quest DSV: 2032</i>	Universal Television	Extra
	Theatre & Stage	Limelight Theater	Limelight Community Theater
Universal Studios Florida		Universal City Partners	Stage Technician
Magic Marketing Concepts		Various: Freelance	Props/Stage Assistant
<i>Extremities</i>		Eola Theater Company	Set Designer
<i>Before It Hits Home</i>		Eola Theater Company	Technical Director
<i>Glass Menagerie</i>		Theater Downtown	Scenic Design Assistant
<i>A Christmas Carol</i>		University High School	TD Intern
<i>Rough Crossing</i>		Valencia Productions	Master Carpenter/SFX
<i>Cherry Orchard</i>		Valencia Productions	Carpenter
Herbalife Convention		Wesley-Morris Entertainment	PA
Wizard's Productions		Various	Carpenter/Scenic
Panama Jack Surf Exposition		Panama Jack Corp.	Scenic/PA
Valencia Productions		Various	Scenic/AV/Light
Vizcaya Art Museum & Gardens		Various	Christmas Visuals
Rusty Pelican Restaurants		Various	Christmas Visuals
Fashion Show	ADOLFO	Oscar de la Renta	Victor Cost
	Donna Karan	Romanoff Boutiques	BJ Scot
	Infinity Boutiques	Miami Merchandise Mart	Dillard's