

Darnel L. Williams

502 N River Ave. Apt 17
Alma MI, 48801

(810)-293-2127
darnelwilliams2@gmail.com

OBJECTIVE

To secure a challenging position as a **Marketing Coordinator/Marketing Manager/Art Director/Social Media**, where my combined achievements in marketing, arts, and entrepreneurship, with a **Masters Degree** in marketing and entrepreneurship, can be effectively utilized. My focal ability involves strong communication and collaboration between designers and marketing managers.

EMPLOYMENT

Owner/Office Manager/Logistic Coordinator, 2011- Present
Green American Transportation

This is a small one office location responsible for logistic of shipment for a verity of companies across the United States. Responsibility includes, Account Management, Database create, update and monitoring, and gathering leads to generate sales.

Retail Sales Associate, December 2005 – 2011
Blick Art Materials, Chicago IL, State street

This company being one of the largest art retail supplies in the country, my strong customer focus involved the use of advance art knowledge to adhere to customer merchandise needs and within their budget requirements.

As a professional with advanced art knowledge and expertise, this distinction promoted the repeated patronage of customers resulting in my additional and pertinent duties.

The aforementioned skills have provided me with a consistent record in meeting the sales requirements of the company.

I was successful in establishing a strong bond with numerous clients resulting in their solid and ongoing business relationship with the company.

Account Manager, July 2004 – Dec 2004
CareerBuilder, Chicago IL

Successfully researched and sourced the information needed on businesses within my sector and using the findings to contact the decision maker of each company.

I arranged appointments with the decision maker, to demonstrate products and services via PowerPoint.

My maintenance of accounts, by continued sales of products and services, helped each company to increase the amount of qualified candidates for employment positions that needed to be filled.

Regional Sales and Customer Services, February 2003 – May 2004
TCF National Bank, Chicago IL

Starting off as a customer service representative in a retail location, I completed deposits and withdrawals, acquired new accounts by successfully researching new prospects.

Large volume of sales and the creation of new accounts quantified at 5 customer accounts per day, lead to my promotion to

Regional Sales. 6y

Regional Sales included my responsibility for gathering new accounts at three different locations.

Personal Banker duties involved the considerations and implementations of new accounts, providing the proper financial analysis to prompt customers to open new Bond, CD and other accounts.

EDUCATION

Devry University at the Keller Graduate School of Management Chicago, IL
November 2010

MBA, Marketing- Certificate of Entrepreneurship
CGPA, 3.50/4.00- CGPA, 3.70/4.00

***Relevant course work:** marketing management, advertisement management, sales management, electronic commerce marketing management, new product development, and managerial application of information technology.*

Alma College, Alma Michigan, April 2002
BA, Art & Design

The tools gathered from the college lead to being a successful fine arts painter, with well over 400 different paintings sold across the country, creating about 50 or more artworks a year for distribution.

Designed and insulated three store fronts using my paintings and skills in the arts to create successful locations.

VENUES & EXHIBITIONS

AnuCafe.com, March 2005 - Present
Owner

AnuCafe is an Internet gallery featuring my artistic works and for promoting upcoming events, blogs and exhibitions. This website displays current artwork, prints and postcards for sale and allowing prospects to obtain the information needed for commission contracts. The café can be viewed at <http://www.anucafe.com>.

Tojo Gallery, Chicago, May 2005

Featured Artist

A self-marketed and managed month long exhibition featuring over 40 original pieces of artwork.

Responsible for creating hand letters, flyers, postcards and email marketing campaigning information. Setting up artwork, music, and creating the food platters.

Arranged the after party with limousine service to and from the gallery.

Over 100 people attended the mentioned reception, selling about three works during the show and two works because of the show.

50+ Chicago Arts & Crafts Festivals, May 2007 - Present

Exhibitor/Vendor

Marketing and coordinating before each event, with ads on popular websites, email list and word of mouth at previous shows.

Creating new paintings each week for clients

Gathering a new list of networks for future shows

- North Halsted Market Days, Andersonville Midsommarfest

<http://www.anucafe.com/lastyearevents.php>

TECHNICAL ABILITIES & SKILLS

Proficient in Adobe Photoshop, Illustrator, Microsoft Word, Excel, PowerPoint, OpenOffice Base

and Calc (programs that created Database and use SQL programs), basic HTML/ HTML editors and basic Coral Draw.

Inventive creator of innovative marketing and business development analytics strategies/campaigns.

Accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

Creative experience in the following: Brochures & Newsletters, Logos & Business Cards, Posters & Post Cards Stationery, CD Cover Design, Email Design, Larger Prints.

Implementing successful social media strategies (SOE, SEM, etc) that affects both my website and trade shows. This helped keep me up-to-date with constantly evolving technologies in online social networking and the social media presence, to develop concepts with viral potential.

With programs such as OpenOffice Base and OpenOffice Calc, “open source” programs similar to Microsoft Access and Excel, I successfully created databases that establishes the correct queries for small companies who are looking to gain the information needed for quantitative results such as sales record keeping, account customer information collecting as well as providing different excel charts and pivot tables for correct employee payouts and overall revenue goals.

Continuously monitor online public relations and ensure the success of my marketing using such programs but not limited to: Blogger, WordPress, LinkedIn, Facebook, MySpace, Flickr,

Twitter, HTML / HTML editors, YouTube, Digg, Google and related tools (Analytics, etc.)