

garrett king

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Education

University of Arkansas (Fayetteville, AR)
2011 Bachelor of Science in Business Administration (GPA 3.0)
Major - Marketing
Minors - Mandarin Chinese & Economics

Skillset

Program and Project Management • Product/Brand Positioning • Product Testing/QA/Reporting
Public Speaking • Event Management/Execution •
Retail Sales • CPG Merchandising • Market Trend Analytics
Print Design • Packaging Design • Creative Writing • Copywriting
Microsoft Office Suite • iWork • Nielsen • Symphony IRI

Experience

Reckitt Benckiser North America • Parsippany, NJ
Trade Marketing Analyst (January 2012 - Current)
• Appointed Project Manager for Walmart Back-to-School program (\$4.5MM in sales)
• Helped launch Lysol Power & Free - cleaning products line (\$20MM incremental sales)
• Developed standardized, company-wide sales forecasting reports

Reckitt Benckiser North America • Austin, TX
Field Sales Representative (June 2011 - January 2012)
• Developed excellent customer relationships with Walmart and HEB personnel
• Outsold national average on 75% of all mass promotions
• Worked with Central Texas retail accounts to ensure RB's range of CPG are optimally merchandised.

Tyson Foods • Springdale, AR
Marketing Intern (June 2010 - May 2011)
• Designed and coordinated new packaging implementation for Grilled & Ready line
• Managed weekly in-house product quality testing, complaints, coupon redemption & other metrics
• Helped manage three separate consumer product lines, including the Tyson brand family.

Stubenbordt Consulting • Southlake, TX
Creative Intern (June 2009 - December 2009)
• Designed & implemented Heaton Eye's "Win Free LASIK" essay contest for University of Texas Tyler
• Brainstormed copy and creative used in traditional advertising for ophthalmologists across the country

Other

- 2011 Walton College Commencement Speaker
- Headliner Concerts Committee, Head of Budget Negotiation
- Successfully negotiated \$3,000,000 in student fees for entertainment, a 16% increase YOY
- Founder of UA Intramural Running Club
- Chinese Language and Culture Club Member
- Phi Gamma Delta Head Social Chair and Event Planner
- Co-founded "Carol of the Greeks", an annual philanthropic event for Global Orphan Project
- Built a successful small, local web satire newspaper averaging 5000 hits monthly

Extended resume and references are available upon request