

Dickson Edionseri

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(301) 395 - 6215

EDUCATION

Morehouse College, Bachelor of Business Administration
Concentration in Business Management, Cum Laude

Atlanta, GA
May 2012

PROFESSIONAL EXPERIENCE

Sherwin Williams, *Sales/Marketing Intern*

June 2011 - August 2011; Bethesda, MD

- Designed marketing campaign to increase store's market share, from 10 to 15 percent, in retail segment
- Researched market by conducting and evaluating customer surveys, focus groups, and telephone interviews
- Reported evaluation results through oral presentations and written reports to 20 corporate executives
- Analyzed daily/historical sales reports and met with store's sales representatives to set sales projections
- Acquired new, and nurtured current, business-to-business relationships through cold-calling and face-to-face selling
- Within two weeks learned product knowledge, industry terminology, and client needs unique to the Bethesda, MD store
- Effectively managed time and resources to ensure deliverables were met on time
- Maintained effectiveness when facing changes in work processes, situations, and requirements

Gap Inc., *Sales Associate/Men's Denim Specialist*

June 2009 – August 2010; Bowie, MD

- Drove daily sales by providing customers with superb product knowledge, cross-selling, and targeted selling
- Appointed the store's sole Male Denim Specialist
- Trained four new employees on selling tactics, clothes fitting, and product knowledge for men's denim register/cashing handling
- Ranked number one, for twelve consecutive weeks, in Gap Credit Card Sales by Associates

Melissa Libby & Associates, *Strategic Planning Intern*

February 2010 – May 2011; Atlanta, GA

- Conducted SWOT analysis on Melissa Libby and Associates, as well as the firm's three competitors, to develop strategies that would establish market differentiation
- Developed crisis management strategies to handle public relations crisis facing client
- Presented SWOT findings and successfully pitched crisis management plan to CEO

Central Parking Systems, *Filing Clerk/Receptionist*

May 2008 – August 2008; Washington, DC

- Assisted Benefits Manager in constructing new filing system
- Filed and filed invoice payment request forms, office expenditures invoices, and payment receipts
- Compiled, maintained, and updated calendar and schedule for Human Resource Director
- Conducted company policy training for new and current employees
- Marketed firm to attract management talent

Steve Madden, *Sales Associate/Cashier*

July 2007 – August 2008; Washington, DC

- Set region wide sales record by selling over six thousand dollars worth of merchandise in one day
- Maintained top seller position from first day on the sells floor until end of employment
- Maintained an average conversion above 2.0

American Eagle Outfitters, *Sales Associate/Cashier*

June 2006 – July 2007; Arlington, VA

- Ranked number one American Eagle Credit Card salesman
- Guided customers through the American Eagle Credit Card application process

LEADERSHIP

KIPP Strive Charter School, *Volunteer*

Spring 2011

- Rallied community support of a petition that would allow KIPP to expand its operations
- Exceeded Recruitment Director's goal of 300 signatures per volunteer by 450 signatures

Student Government Association, *Freshman Class Vice-President*

Fall 2008 – Spring 2009

- Successfully lead a team of nine cabinet members through the team building process
- Raised and managed a budget of \$2,000

ACTIVITIES

Morehouse Business Association; Torch Yearbook; Affairs of Isis Logistics