

SAMPLE MARKETING PLAN

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MARKETING PLAN

Objective: Customer Support Specialist

- Inbound Help Desk Problem Resolution
- Training/Mentoring End-users
- Database Maintenance
- Administrative Responsibilities

Introduction: I am experienced in customer service and help desk support. In my previous position, I supported end-users who used SAP/Procurement in the US as well as globally. My troubleshooting and problem resolution rate was 99%. I also have experience in designing working instructions/training materials for new users of SAP working the Procurement arena. My previous secretarial background has given me strong administrative skills. I have been recognized by my management as having a supportive and caring nature with end-users. Other assets I possess include:

- Strong verbal/written communications
- Training skills
- Administrative responsibilities, including database maintenance, Excel spreadsheets, Word.

Geographic Preference:

Monroe County

Types of Industries:

Information Technology
Transportation
Utilities
Healthcare
Insurance

Target List of Potential Companies:

| | | |
|------------------|---------------|-------------------|
| Excellus | Bausch & Lomb | CellTech |
| Vanteon | Paychex | RG&E/Energetix |
| Safeco | Metlife | Area Hospitals |
| Sutherland Group | Pitney Bowes | Nortel |
| Frontier | Verizon | Genesee & Wyoming |
| Blue Tie | Optimax | Unity Health |

SAMPLE MARKETING PLAN

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ACTION PLAN

Professional Objective: A Senior Business Analyst capitalizing on my extensive background with ERP implementations, training, and supply chain management.

Preferred functions include:

- SAP Implementations
- Production Support for ERP systems
- Training development and delivery

- **Introduction:** I am a Senior Business Systems Analyst with over seven years ERP implementation experience within the areas of Materials Management, Procurement, Production Planning, and Sales Distribution for a Fortune 500 Company. Proven ability to understand complex supply chain dynamics and implement new ERP solutions. Demonstrated subject matter expert for Inter/Intra company movement of inventories and procurement business processes. Recognized as a leader in training and education in ERP systems, ISO 9000 and supply chain management principles.

Competency List:

| ERP Systems and processes | Management & Communications | Supply Chain/ Purchasing | Training | Other |
|---|------------------------------------|--|-------------------------------|----------|
| SAP: Materials Management Sales/Distribution Production Planning Accounts Payable | Conducted 2 conference room pilots | APICS_CPIM certified production and inventory management | Site Instructor | ISO 9000 |
| DSM Manugistics | Develop new organization structure | Aggregate and item level forecasting | Develp 40 hr. training course | |
| 4Shift | Written Communication | MRPII class A | Procedures/ work instructions | |
| OEM | Superior translator | | | |
| | Horizontal and vertical thinker | | | |

Target Market:

| Geographic | Type of Industry | Size of Organization | Organizational Culture | Status |
|---|----------------------------|---|---|------------------------------------|
| Western NY, OH, PA, NC, VA, NJ, TX, AZ | Manufacturing or US Gov't. | More than 2 manufacturing and distribution plants | Diverse, flexible, career paths, customers first, balanced work and home life | Full time, temp to hire, permanent |
| Eastern half of US excluding New England, Florida, Georgia. Main residence in Rochester, NY | Consulting Firms | Any Size | < 60% Travel, work from home office | Long term or > 6 months |

Target Companies:

| | | |
|-------------------|-------------------|-------------------------------|
| Manufacturing | Government | Consulting |
| Goodyear | Northrup Grummond | Vortex |
| Dunlop | Lockheed Martin | Technology Resources Inc |
| Sysco | Wright Paterson | Irish & Associates |
| Nike | | CSC Consulting |
| CellTech | | BTEK Consulting |
| Levi Strauss | | Cue Data Services |
| Georgia Pacific | | ATS Reliance Inc |
| Bearing Point | | ESI Inc |
| Sony | | CAS Consulting Group LLC, WBE |
| Johnson & Johnson | | Manpower Professional |
| Honeywell | | SAP America |