

Profile

Highly effective team player with the ability to collaborate with others in order to effectively achieve goals

Able to balance collegiate athletic preparation and work with a full academic schedule

Internship Highlights

Researched prospects using Linked In to develop marketing targets.

Provided data analysis to effectively allocate resources

Conducted Market Research directly with clients to assess their satisfaction

Assisted in launching a new social media business

Languages

Fluent in Spanish, Catalan and English languages, Basic Portuguese

University Varsity Tennis Accomplishments

Ranked 17 in the nation in Division II doubles (2013)

MIAA All-Conference (2013)

NCAA Division 2 Regional Champions Doubles (2013)

Finished 6th in the National Tournament (2013)

Michael Alterato

Marketing & Sales Professional

Work Experience

Sales and Marketing Representative Intern | EmpleoUK, London, UK | **Summer 2013**

First bilingual job board for Spanish speakers willing to work in the UK

Database Marketing

- Updated data and generated new ideas for organizing the database to increase efficiency Segmented and selected relevant data to increase customer interest
- Managed jobscripts program
- Provided sales leads with recruitment agencies (mainly by phone) and generated and registered deals in the CRM system
- Produced reports based on new client leads in order to effectively plan follow-up
- Gained critical B2B experience

Public Relations

- Planned and organized networking events to analyze candidates
- Coordinated full events in order to increase B2C sales by getting to know target market
- Planned and organized a 4-5 hour activity to educate Spanish people what employers in the British market are looking for and what they need to do regarding résumé preparation, social media usage such as linkedin, and interview tips.
- Developed a 50 page manual and workshop to be used at an intensive English course and two networking events.
- Called clients to solicit feedback on the program and persuaded them to continue membership

Marketing Intern | E Smarp UK, London, UK | **Summer 2013**

Provider of cloud-based social media training and sharing tools that allows its clients to improve their employees' efforts in recruitment, communication, and employer branding

- Used LinkedIn to identify decision makers in companies such as Google, Zurich, Siemens, Vodafone, Ernst & Young, Deloitte, Adidas, IBM, and Virgin.
- Created Excel spreadsheet with potential clients namee, company, and job title.

Instructor/ Counselor | Club Egara, Terrassa, Spain | **Summers 2010-2012**

- Supervised 30 teenage campers from 8am to 6pm each week
- Instructed on the court six hours daily adapting to each players skill level
- Ran conditioning exercises and motivated campers to improve skill level
- Collaborated with peers to introduce a camp social media page
- Promoted good sportsmanship among campers

Education

Bachelor of Science | Double Major in Business Management & Marketing
Northwest Missouri State University (Northwest), Maryville, MO

July 2014
GPA: 3.79

