

Vanessa J. Blaber
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Objective

To secure an entry-level position with a progressive, innovative company that will allow me to utilize my entrepreneurial, creative and organizational skills.

Professional Experience

MasterCard Worldwide, Purchase, NY **June 2007-August 2007**
Summer Intern

Worked with Product Development and *PayPass* team to develop new product sales presentation

- Reported to VP Product Development Leader and worked with sales and marketing teams
- Researched and became well versed with the credit card industry
- Gathered and analyzed data in order to develop a strong sales presentation that would convince merchants to accept *PayPass*

Red Bull Corporation, Burlington, VT **June 2006-October 2006**
Unit Leader of Local Marketing Team

- Reported to regional marketing manager
- Researched consumer demand and implemented strategic product placement
- Conducted competitive analysis of \$200 million energy drink category, researched consumer demand and implemented strategic product placement
- Assisted in organization and management of large scale promotional events e.g. *Crashed Ice*, Athletic promotional event geared toward national ice skaters

Kendrew Group, Ltd New Canaan, CT. **June 2005-August 2005**
Summer Intern

Worked with account management and creative teams to develop, execute and track various promotional programs.

- Assisted in developing and sourcing various promotional items that supported Britney Spears Showtime extravaganza
- Worked with account management teams to track all printing, procurement and delivery of materials that supported the launch of Britney Spears on Showtime
- Participated in brainstorming to develop promotional ideas for Tour de France and Lance Armstrong

Education

University of Vermont, Burlington, VT **August 2004-May 2008**
Entrepreneurship Major, Minor in advertising
Excel Certification and PowerPoint
Upstream Habitat Digital Sales Curriculum (October 2008)

Relevant Course Work

Information Technology and Management, Micro and Macro Economics, Financial Accounting, Consumer Law and Policy, Statistics, Public Speaking, Entrepreneurship, Marketing, and Business Planning

Community Service and Leadership Activities

- Marketing Club 2005-2008; exposure to marketing dynamics with guest speakers
- Philanthropy Correspondent for Kappa Alpha Theta Sorority, 2004-2005
- Marketing Manager for Ski and Snowboard Club 2007