**SAMANTHA ADAMS**

785 Mockingbird Lane, Salem, MA 01970 (978) 842-4934 adams.s@husky.neu.edu

**SUMMARY**

MBA candidate with a concentration in marketing and demonstrated success in identifying and accessing new markets and customer bases. Highly developed interpersonal and communication skills, with a track record of delivering business results leveraged by state-of-the-art technologies and business computing applications.

**CORE COMPETENCIES**

* Customer Relationship Management
* Value-Added Business Technologies
* Highly Developed Analytical Skills
* Marketing Strategy and Message Development

**EDUCATION**

**NORTHEASTERN UNIVERSITY**, Boston, MA (2017)

D’Amore-McKim School of Business

*Candidate for Master of Business Administration degree*

*Concentration: Marketing*

**BRYANT UNIVERSITY,** Smithfield, RI (2004)

*Bachelor of Science degree, Business Management*

*Concentration: Finance*

**PROFESSIONAL EXPERIENCE**

**THINKING PHONE NETWORKS,** Cambridge, MA May 2015 – present

*An innovative communications platform targeting small to midsize businesses.*

*Inside Sales Developer*

* Develop inside sales program, meeting all deadlines.
* Coordinate with sales manager to improve outside sales process based upon inside sales volume, targeting a $200K in increased sales.
* Collaborate with CEO and sales manager to author a clear, concise product description used in both marketing and sales activities, leading to an increase in customer satisfaction.

**RITORNA NATURAL INC.,** Boston, MA 2008 –2015

*A start-up organization that markets all-natural sports beverages to health and gourmet market segments.*

*Regional Marketing & Sales Representative*

* Created market from a zero base to over 25 accounts within the initial six-month period.
* Developed relationship with Hannaford Brother’s Supermarket chain, resulting in enhanced revenues of $2 million.
* Gained entry into Whole Foods Market at a regional level; leveraged success to other markets, which translated into a net revenue gain of 12%.

**MERRILL LYNCH AND COMPANY** Detroit, MI2005 –2007

*Financial Analyst*

* Established a client contact system through the use of the internal Merrill Lynch network and Microsoft Excel.
* Managed marketing activities for financial consultants; managed performance tracking spreadsheet for more than 1,000 stocks.

**COMPUTER SKILLS**

* Microsoft Excel and all other Office applications
* Adobe Creative Design Suite
* Microsoft Windows and Apple OS X

**INTERESTS**

* Golf and mountain climbing