

Max Gordon

HOME ADDRESS

192 SUMMIT ST
BURLINGTON, VT 05401
TEL 802.310.4010
maxb.gordon@gmail.com

Education

SYRACUSE UNIVERSITY

SYRACUSE, NY

Martin J. Whitman School of Management
Bachelor of Sciences
Major: Marketing Management and Entrepreneurship
Minor: French & Francophone Studies
Completed Courses: Brand Management, Marketing Theory, Strategic Human Resource Management, International Commerce, Negotiation Skills, Marketing, Entrepreneurship, French History, French Cinema, French Civilization

May 2009
GPA 3.3/4.00

STUDY ABROAD, L'Ecole de Management Strasbourg

STRASBOURG, FRANCE

International Student Exchange Program
Adapted quickly to the French academic system and culture
Developed proficiency and fluency in the french language

Spring 2008

Experience

MANAGER, LAKE CHAMPLAIN CRUISES

BURLINGTON, VT 2005-2008

Mitigated human resource problems
Communicated effectively with personnel to foster positive business relationships
Delegated appropriate assignments to workforce and supervised performance
Organized and conducted team meetings to address a variety of issues

MARKETING INTERN, COSMETIC DERMATOLOGY CENTER

BURLINGTON, VT 2008

Analyzed marketing reports and delivered evaluation to higher management
Performed market research in local environment to determine profit opportunities
Conducted new operations to implement given market research
Improved brand awareness and loyalty to influence sales

MARKETING INTERN, HOLLERBACK PRODUCTIONS

SYRACUSE, NY 2009

Collaborated with venue and university community to stimulate attendance and sales
Distributed and displayed event promotion materials to cultivate new opportunities
Contacted local businesses to help sponsor musical acts and events

Leadership & Activities

National Society of Collegiate Scholars, Member

2005-2006

WERW On Air Personality

Fall 2006-Present

Psi Upsilon Fraternity, Vice President

Fall 2007

Managed a budget upwards of \$10,000 to allocate funds properly

Led a workforce of 60 in the preparation and execution of maintenance each week

Transfer Facilitator for Incoming Students

Fall 2007, Fall 2008

American Marketing Association, Member

Fall 2008-Present

Skills

Language Skills: Advanced Conversational French

Computer Skills: Proficient in Microsoft Office Suite, Photoshop, InDesign and Minitab

Group Projects: Lead multicultural teams in French

Photography Portfolio: Available Upon Request