



Evan Henderson

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EDUCATION:

Binghamton University, State University of New York

Spring, 2009

School of Management, Bachelor of Science with concentration in Marketing

EXPERIENCE:

Marketing Representative *Modern Marketing Concepts.*

Binghamton, NY 2010-Present

- Dealer relations for a multibillion dollar Fortune 500 company (Goodman Manufacturing Company, L.P.)
- Understanding client products/services to be able to clearly explain to potential buyer.
- Speak with decision makers, engage in business conversation and recognize buying signals.
- Obtain commitment to buy and/or visit a purchasing location.
- Follow-up campaign calls, scheduling calls and inbound inquiry management using phone, fax, e-mail and internet.
- Database Integrity.

Marketing Coordinator *Triple Cities Martial Arts Academy.*

Johnson City, NY 2007-Present

- Identify audience and determine appropriate media to be used.
- Coordinate design, production and writing of marketing material and advertisements in web, radio, TV and print.
- Manage allocation of resources and budgeting for marketing material and maintain inventory of promotional materials.
- Develop online marketing strategy and web content, along with updating and maintenance of web site and blog.

Freelance Designer *2008-Present*

- Art direct and design book covers, booklets, brand identity, logo creation, web site layout, print advertisements and promotional pieces.

Junior Graphic Designer *Truebite Inc.*

Endicott, NY 2009-2010

- Design art and advertisement information on Nail Files and Bookmarks used as promotional products for business advertising.
- Design flyers promoting service and setup printing needed for end-product production, along with new employee training.

Staff Associate *Binghamton University Student Accounts.*

Binghamton, NY 2006-2009

- Reconcile account balances utilizing the student accounts receivable within the Banner student computer system.
- Update student status and student classification codes using the Banner student computer system.
- Responsible for the distribution of Federal & State refund overpayment checks.
- Assisted in Perkins student loan exit interview sessions and manage student record organization and student record retrieval.
- Manage outgoing mail and collect crucial business documents for office operations including million dollar institutional checks.
- Process credit card authorizations for student charges and debts and update student residency audits.

SKILLS:

- Proficient in Adobe Illustrator, Photoshop, InDesign, QuarkXpress, Microsoft Excel, Word, Outlook and Power Point.
- Proficient on both Windows and Macintosh OS.
- Conflict Resolution and Customer Service Skill Training (Stezzi Training and Consulting).
- Innovative and clever with creative ideas and designing capability.
- Sales experience with feature/benefit selling and closing skills, along with direct marketing experience.
- Able to develop and sustain productive relationships and coordinate efforts with team members to achieve goals in a timely manner.
- Strong communication/presentation skills and the ability to manage multiple projects and priorities simultaneously.

MEMBERSHIPS:

- American Marketing Association, Binghamton University.
- Students In Free Enterprise, Binghamton University.
- Binghamton's Association For Mixed Students, Binghamton University.

PORTFOLIO:

- [Link to my online portfolio.](#)