

William Victor Busch, IV

wbusch4@gmail.com
4807 Pin Oak Park
Apt. 3103
Houston, TX 77081
(555) 555-5555

Education

Bachelor of Science, Management, Concentration: Human Resource Management
Louisiana State University: Baton Rouge, LA; May 2005 GPA: 3.4

Employment Experience

Shell Oil, Sales Rotational Program, July 2006 – Present

- Conducted and assisted with field sales / marketing efforts of Shell Oil products such as Pennzoil, Quaker State, Formula Shell, Rain-X, Rotella, etc
- Prospected for new business
- Executed complex product orders
- Managed multiple key client relationships
- Conducted annual business reviews for customer accounts to review contract status and key areas for business improvement
- Formal sales training through the “SPANCOP” process
- Active member of the Louisiana State University Shell Recruiting Team

National Center for Biomedical Research and Training (NCBRT) – Academy of Counter - Terrorist Education, *Marketing Coordinator*, June 2005 – July 2006

- Developed strategies for increasing sales of NCBRT training courses
- Attended first responder conferences throughout the United States to coordinate and develop new and existing business
- Collaborated on eight interim utilized by the United States Congress and other agencies
- Administered over 3,000 phone and e-mail surveys to course participants and analyzed responses
- Drafted survey and report templates

Lifestylez Productions, *Head Coordinator*, June 2004 – May 2006

- Organized a seven day line-up of events, entertainment (including nationally renowned music groups), and accommodations to Telluride, CO in 2005 and to Copper Mountain, CO in 2006 for over 650 university students annually
- Developed and enacted the marketing / sales strategy for Louisiana State University students.
- Managed staff of over 30 marketing representatives.
- Increased sales by more than 120% over a two year period generating more than \$600,000 in sales

Monster Beverage Company, S.W.A.T. (Summer Winter Action Tours), *Student Marketing Representative*, August 2004 – May 2005

- Marketed and promoted Monster Energy products at campus wide events
- Filed monthly reports capturing events and marketing progress
- Consulted with company management on improving and implementing new marketing strategies

Other work experience: William V. Bosch III, C.P.A.(2001-2005), Pasta Garden Restaurant (2002), ESPN (2002), Erk Scale Inc. (2001), Rudolph's Christmas Store (1996-2001)

Professional

Phi Gamma Delta Fraternity, Treasurer, December 2002 – December 2003

- Processed over \$120,000 in member dues and allocated funds to appropriate areas of organization
- Converted budget deficit to \$30,000 surplus; sustained surplus through tenure
- Managed human resource issues, including compensatory and discipline matters
- Organized and operated philanthropic event benefiting Cancer Services of Baton Rouge (four years)
- Convened with graduate advisors for financial analysis on a regular basis

Other Fraternity positions held (August 2001 – May 2005): *Risk Management Chairman, New Member Class President, Graduate Relations Chairman, and Assistant Rush Chairman*

Honors

- Recipient, TOPS scholarship, full tuition waiver
- Dean's List
- Awarded Best Overall Brotherhood while Treasurer of Phi Gamma Delta on behalf of the LSU Inter-Fraternal Council
- Active member of LSU chapter of the Society for Human Resource Management (September 2004 – May 2005)

Computer Skills

Proficient in Microsoft Office (Microsoft Word, Power Point, Excel, Outlook, etc.)