

WILLIAM VICTOR BUSCH (IV)

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QUALIFICATIONS SUMMARY

Accomplished, resourceful **Project Manager** with proven leadership experience in a diverse range of industries; seeks challenging role with a growth-oriented firm looking to increase market share.

- ▶ Brings above & beyond interpersonal skills; quickly becomes an asset to any team.
- ▶ Consistently achieves above company goals / standards for productivity and new business development.
- ▶ Adaptable, quick learner; possesses excellent multi-tasking abilities and deadline orientation.

PROFESSIONAL EXPERIENCE

SHELL OIL COMPANY

Houston, Texas

Sales Rotational Program

2006 – Present

- Contributes to field sales / marketing efforts for Pennzoil, Quaker State, Formula Shell, Rain-X, and Rotella.
- Prospects new accounts, developing healthy rapport with potential clients through non-“salesy” interaction.
- Regularly checks-in with existing clients to maintain established relationships.
- Oversees and executes complex product development and production.
- Conducts annual reviews of active / inactive accounts to identify avenues for growth.

LIFESTYLEZ PRODUCTIONS

Baton Rouge, Louisiana

Head Coordinator

2004 – 2006

- Organized seven-day lineup of events (including large national music acts) and accommodations for 650 university students attending Winter Break ski trips in Telluride, CO and Copper Mountain, CO.
- **Managed staff of 30+** marketing representatives; **Increased sales by over 120%**, generating **\$600,000+** in 2 years.

(NCBRT) – ACADEMY OF COUNTER-TERRORIST EDUCATION

Baton Rouge, Louisiana

Marketing Coordinator

2005 – 2006

- Developed and implemented strategies for increasing sales of NCBRT training courses.
- Attended first responder conferences throughout US to cultivate and expand upon new and existing business.
- Administered 3,000+ phone / e-mail surveys to course participants; analyzed results for product improvement.

MONSTER BEVERAGE COMPANY

Baton Rouge, Louisiana

Student Marketing Representative

2004 – 2005

- Marketed / promoted Monster Energy products at campus-wide events, evaluating progress through reports.
- Consulted with company management on improving and implementing new marketing strategies.

EDUCATION / INVOLVEMENT

LOUISIANA STATE UNIVERSITY

Baton Rouge, Louisiana

Bachelor of Science, Management

2005

Career GPA of 3.4 (/4) || Full Tuition Waiver Scholarship || HR Management Concentration

Converted and maintained fraternity budget deficit into **\$30,000 surplus** as Treasurer (2004 – 2005)