

## Sanford G. Washkoth

3107 Ford Lane  
San Rafael, Wisconsin 86754-9032

sanford.washkoth@hiptology.com

Cell: 867.876.8766  
Residence/message: 555.444.5555  
Office/voice mail: 555.444.6666

---

### ***Profile: Marketing Analysis/Planning • Advertising/Sales Administration • Technology Sales***

Extensive experience, rapid advancement, entrepreneurial spirit and drive. Outstanding success self-generating leads and developing new accounts. Proven, hands-on record with senior level marketing responsibilities. Coordinate efforts effectively with public relations and sales. Keep up to date on technology developments in music industry and computers/networking for business and home. Interface with agencies to build market share. Proven track record developing new business through trade shows, press releases, product announcements.

### ***Professional History***

HipTology Music Technology Centers, Oshkosh, WI

2002-Present

#### **Marketing Coordinator**

Promote advanced training and certifications in coordination with Microsoft and Novell. Coordinate all marketing campaigns and activities for Central Wisconsin and surrounding area. Promoted quickly from marketing associate due to demonstrated initiative and ability to perceive core marketing issues. Participated with corporate office in company-wide marketing.

- Analyzed market share and orchestrated future strategies.
- Positioned HipTology prominently at trade shows.
- Created luncheon seminars presenting HipTology services to corporate MIS decision makers. Expanded attendance from 10 initially to 50 to 70 on average.
- Supervised and trained a marketing assistant and receptionist.
- Directed successful lead-generating direct mail programs.
- Achieved advertising placements and free publicity in the Oshkosh Herald and MP3 Times.
- Developed advertising agency placements in industry/trade publications.
- Created marketing department intranet and hired new assistant to help oversee its daily use.

GPF Acoustical Systems, Marveltown, MI

1999-2001

#### **Marketing Coordinator/Trade Show Coordinator**

Handled all coordination of dealers and reps nationwide in the initiation of promotional campaigns. Reported first to the director of sales and then the VP of sales and marketing. Promoted twice.

- Supported marketing manager, product managers and sales staff.
- Created highly successful eNewsletter to existing and prospective new customers.
- Directed participation at major national/international trade shows.
- Developed press kits, brochures, marketing binders, and an abridged corporate background.
- Directed successful lead-generating direct mail programs.
- Organized placements in trade publications through interfacing with marketing, PR and ad agencies.

### ***Education / Training / Seminars***

**B.A./B.S.** Candidate in **Marketing**, City College of Madison, Wisconsin.

*Certificate:* Printing Industries of Wisconsin: Ten-week course in graphics, print processing, demographics.

*Seminar series:* WiFi in Your Future: Potential Uses of Wireless Networking for Business and Home.

*Seminar:* Are MP3's the New CD's?

*Course:* Public Speaking for Fun and Profit, City College Extension.

### ***Computer Skill Set***

Novell, Lotus Notes, HTML, XHTML, Telnet/ftp, Dreamweaver, JavaScript, php, Photoshop, Visual Basic 6.0, MS Office, SoundBlaster, WizFlow Flowcharter, iOpus STARR, Acoustica, MP3 CD Maker.

### ***Languages***

Conversational French, Spanish, German, some conversational Italian and some Cantonese.