

JORGE QUINONES

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OBJECTIVE: Obtain a position in the areas of marketing, market research or database marketing and CRM. Work closely with a sports organization performing research and customer data analysis.

EXPERIENCE

Pacers Sports and Entertainment, Indianapolis, Indiana (Expected) September 2009 – December 2009

Database Marketing Intern

- Internship; working in customer database analysis and initiatives to engage customers and increase ticket sales.

Fan Interactive Marketing, Redondo Beach, California June 2009 – August 2009

Intern

- Promoted events and entertainment venues using social media networks – Facebook, MySpace and Twitter.
- Developed an interactive marketing plan proposal for the Hartford Wolf Pack of the American Hockey League.

Appalachian Regional Entrepreneurship Group, Athens, Ohio October 2008 – June 2009

Business Consultant

- Performed operations plans, marketing plans, financial scenarios and feasibility analysis for startup businesses.
- Provided assistance to a local client to increase its credit line from \$200,000 to \$5 million.

Kimberly-Clark Puerto Rico, Guaynabo, Puerto Rico March 2004 – May 2008

Senior Product Manager – Baby Care Business Unit September 2007 – May 2008

- Managed both Huggies® and Drypers® brands in Puerto Rico – a \$40 million business.
- Supervised two key team-members: the Child Care Product Manager and the Consumer Promotions Coordinator.
- Regained leadership of diapers category through aggressive trade marketing efforts; volume sales growth of 9%.
- Reached exclusive agreement with hospitals to supply diapers and wipes; these hospitals represented 20% of births.
- Led marketing research project: product development, consumer usage tests, volumetric studies, and action plans.

Product Manager – Baby Care Business Unit April 2005 – September 2007

- Managed the Drypers® diaper brand in Puerto Rico – a \$10 million business.
- Grew volume sales 13% in 2005 and 18% in 2006; improved distribution by 15 percentage points to 98%.
- Accountable for P&L results - increased operating margins by over 8 percentage points.
- Created and executed 2005 to 2008 marketing plans, which include: sales forecast, advertising, and promotions.

Junior Product Manager – Adult Care Business Unit March 2004 – April 2005

- Attained leadership in the incontinence category in Puerto Rico by gaining 18 percentage points of market share.
- Created and implemented marketing plans, plus administered advertising and promotions budgets.

Plaza Provision Company, *Assistant Brand Manager* August 2003 – March 2004

Microsoft Caribbean, *Marketing Intern* August 2002 – July 2003

EDUCATION

Ohio University, Athens, Ohio
Master of Sports Administration (Expected graduation) May 2010
Master of Business Administration June 2009

Villanova University, Villanova, Pennsylvania
Bachelor of Science in Business Administration September 2002
Degrees in Finance and Management Information Systems

SKILLS, KNOWLEDGE & INTERESTS

- Excellent written and oral command of Spanish and English languages
- Outstanding abilities for analysis, problem solving, and decision making
- Great communication skills, strong work ethic, self-motivated and team-oriented
- Computers: Excel, Word, PowerPoint, Access, Outlook, Visio, Visual Web Developer, and Social Media Networks
- Volunteer work: football & basketball game operations, sponsorship sales for local events