

Prescott N. Paulin

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OBJECTIVE

Seeking a career as a Product Launch Manager or Social Media Marketing Consultant.

HIGHLIGHTS OF QUALIFICATIONS

CREATIVE, ENTREPRENEURIAL LEADER with proven abilities to prospect and assist complex B2B sales cycles from concept to completion. Skilled in communicating and promoting products and projects using online, VOIP, and social media platforms.

PERSUASIVE COMMUNICATOR and SKILLED NETWORKER that effectively manages all organizational levels with tact. Trained to take charge, direct staff and make difficult decisions in stressful situations. Develops / executes customer centric sales strategies. Effectively analyzes, implements and manages all policies, procedures, and regulations.

SECRET Security Clearance. Honorable separation on 3 DEC from U.S. Marine Corps.

EXPERIENCE

First Lieutenant, United States Marine Corps, Quantico, VA **2008-2010**

Managed, supervised and evaluated Marines in a competitive training environment
Prioritized multiple projects and maintained accountability for \$750,000+ in equipment
Conducted high quality training with tight deadlines under pressure for up to 50 Marines
Selected by a senior officer to execute logistical support for movements of 300 Marines
Consulted senior officers in order to attract new maintenance personnel and equipment

Founding Father, Semper Fi House, Inc., Washington, D.C. **2007-2010**

Created a non-profit organization to assist Marines with finding reduced cost housing
Developed marketing materials using freelance photographers and graphic designers
Appointed pro-bono legal assistance to establish our 501(c)3 non-profit organization
Collaborated with a provider of vehicle donations to secure ads with (888) SEMPER-FI
Recruited top Hollywood talent (Don LaFontaine) to create broadcast quality voiceovers

Production Manager, Your VU Productions, Washington, D.C. **2004-2008**

Influenced buyers to purchase \$73,000 of SaaS, LAMP, and database-driven solutions
Evaluated enterprise IT trends and hired freelance programmers via ODesk / eLance
Recruited, interviewed and hired college talent to film a positive reality TV concept
Acquired press placement on the front page of the Boston Globe's business section
Leveraged social media on squeeze pages to test product launch marketing penetration

Corporate Strategist, 300 Below, Inc., Decatur, IL **2003 - Ongoing / Part-Time**

Identified qualified sales opportunities in both new and existing B2B customer accounts
Improved sales productivity by segmenting B2B and B2C customers using group buying
Analyzed 5 alternative markets for cryogenic processing research and development
Leveraged virtual team of resources to manage 8 projects using social media strategies
Designed and implemented a content management system (<http://www.300below.com/>)

EDUCATION

Babson College, Wellesley, Massachusetts — B.S. Business Administration **May 2008**
Focused on leadership, negotiations, creative marketing, and user-oriented design

SKILLS

Product Launch Management, Social Media Marketing, Cloud Computing Content Management System Websites (Using open-source programs like Joomla/Wordpress), CRM, Copywriting, Outsourcing, List Building, SEO, SEM, Keynote, Photoshop, iMovie.