

# Megan Starshak

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**EDUCATION:**     **University of Wisconsin-Milwaukee**                     Milwaukee, Wisconsin  
                          Masters of Business Administration                     Graduation: August 2010  
                          Concentration: Marketing

**Marquette University**                                     Milwaukee, Wisconsin  
                          Bachelor of Arts   Graduation: May 2006  
                          Major: Psychology   Cumulative GPA: 3.15/4.0

## WORK EXPERIENCE:

Hardware Specialty Co, Inc; Inside Sales Account Manager—Franklin, WI May 2008-present

- Increased territory sales in a recession through superior sales skills, creating new opportunities, & maintaining excellent customer relationships. Achieved year over year sales growth as high as 27%.
- Created profit for the company in territory by executing efficient pricing structure in a customer-by-customer situation. Gross profit percentage increased from 39% to 50% year over year.
- Successfully increased market share by winning new opportunities with current customers & new customers, while adapting to a wide range of industries, corporations, & personalities.
- Became a more efficient & effective account manager by pursuing self-taught knowledge on a variety of industries, product lines, company infrastructure, & sales techniques.

MegStar Marketing & Design; Self-Employed Contract Marketing Coordinator, September 2009-Present

- Increased market awareness by targeting new & unconventional markets; reaching these markets by implementing internet, promotional, & networking strategies.
- Optimized client's website to be ranked number one or two in a Google search in multiple target markets.
- Grew sales & market size by designing & launching website.
- Increased value to customers by integrating both a marketing results oriented & design oriented strategy.
- Practiced exemplary customer service by integrating client's opinions & efforts in the marketing strategy; created sustainability of the brand by creating methods for client to continue strategy.

Emery's Cyclery & Fitness; Marketing Assistant/Sales--Milwaukee, WI February 2006-May 2008

- Initiated marketing programs to increase sales, customer base, & local market recognition including referral programs, email campaigns, & special events.
- Improved store organization & layout by creating & maintaining store displays & signs.
- Increased business for the store by consistently achieving highest sales among peers of high-end equipment.
- Enhanced store product selection by coordinating with vendors & reps to remain up to date in technology & market trends through both personal product knowledge & store inventory.
- Performed high end bike fittings for riders of all types & abilities.
- Managed & trained new employees on aspects such as sales technique & store function.
- Maintained exemplary customer service skills both in person & over the phone.

## ACTIVITIES:

Camp Oasis—Waupaca, WI August 2006, 2007, 2008, 2009, 2010

- Volunteered as a week-long camp counselor for children with chronic illnesses

Get Your Guts in Gear, Inc.—New York City, NY/Wisconsin Annually June/October 2006-2010

- Recruited new participants by promoting event at trade shows & special events
- Promoted local events by coordinating logistics, securing sponsors, & building industry relationships
- Completed several charity bike rides of 210 miles, both riding & support crew

Marquette University Club Sports--Milwaukee, WI 2002-2006

- Club Rowing- Led men's & women's boats by directing & motivating, rowed in novice & varsity boats
- Club Cycling- Charter member
- Club Sailing- Social Events Chairperson

Tour Of America's Dairyland—Milwaukee, WI Annually, June 2009, 2010- Head Podium Girl

- Recruited, scheduled, and instructed a team of podium girls to present awards at each race
- Increased awareness for the ToAD event & organization by integrating with crowds, and increasing web exposure by appearing in photos on national cycling websites, local news sites, and personal sites.