

# Jeffrey Sweeney, MBA

Ladera Ranch, CA 92694 | Eligible to work in U.K

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(References available upon request)

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## Professional Summary / Skills

|   |                                 |                                      |
|---|---------------------------------|--------------------------------------|
| Taught Effective Selling Techniques           | Design Thinking                 | Inventory Oversight                  |
| Data Analysis                                 | Advanced Technological Literacy | Hands On-Marketing Experience        |
| Product & Service Sales/ Merchandising Expert | Problem Solving                 | Building/Maintaining Client Accounts |
| Financial Research, Strategy, and Forecasting | Graphic Design                  | Ability to Work Several Environments |
| Operations / Database Management              | Investment Management           | Logistical Understanding             |

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## Professional Experience

**Marketing Coordinator:** Berkshire Hathaway HomeServices California Properties Jan 2021- Jan 2023

- Ran Day-to Day operations of the Mission Viejo and Laguna Niguel offices including office administrator tasks
- Built custom graphics, established personal business branding, facilitated in growing client's business footprints, taught internal systems and assisted in personal business development
- Established printing partners and business connections/vendors for clients of the company to use going forward
- Personally walk clients through I.T solutions and reinforce use of company's internal programs and systems
- Built and maintained over 150 individual client accounts
- Used tools and SaaS services such as: Adobe Creative Suite, Canva, Microsoft 365, Various CRMs, ESPs, and CDPs (such as Salesforce, HubSpot, Oracle, Mailchimp and much more)

**Account Coordinator Intern:** R<sup>2</sup> Media Inc. (Advertising Agency) Jan 2020 – May 2020

- Created and strategized client productions and managed accounts
- Tracked performance and impressions of advertisements
- Managed company websites/social media accounts
- Pitched campaigns to potential and current clients

**Sales Supervisor:** Macy's Sunglass Hut July 2016 – Present\*

- Inventory specialist of products and assets
- Strengthened merchandising and promotional strategies to drive customer engagement and boost sales
- Assessed sales reports to identify and enhance sales performance, managed inventory oversight, and capitalized on emerging trends
- Generated over \$120,000 of new customer revenue in 2018
- Kept orderly and accurate records by monitoring sales documents and purchase orders
- Met with upper-management and corporate executives to provide insights into sales operations and make strategy recommendations

**Owner/Operator:** Southern California Ink Distribution July 2014 – Jan 2021

- Founded and Managed Amazon-Based fulfillment business and generated a sizable steady supplemental income
  - Managed day-to-day operations including: accounting, finances, inventory management, logistics, marketing, and public relations
  - Built and strengthened productive and valuable industry partnerships to drive collaboration, engagement, and revenue stream development
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## ***Education***

### University of Westminster, Marylebone, London, United Kingdom

Graduated Summer 2024

- *Masters of Business Administration (MBA) Graduate*
- Graduate with distinction
- Completed various courses covering all aspects of management, leadership, and strategy consulting
- Provided guidance in an International Consultancy Program in Lisbon, Portugal in which my small team Won 1<sup>st</sup> Place in competition of global expansion proposals for the sponsoring company
- Worked with other high-level candidates from around the globe to complete assignments and projects

### California State University, Fullerton

Graduated Spring 2020

- *Bachelor of Arts Degree* – Entertainment and Tourism Management
- Minored {Secondary Concentration} in Business Administration
- Minored {Secondary Concentration} in Geography
- Graduated Cum Laude/ Dean List recipient
- Recipient of a Full Academic Scholarship

### Saddleback College, Mission Viejo, CA

Graduated Spring 2017

- *Associate's Degree* – Sociology