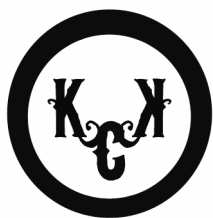


Kevon Charles Knudsen

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Chico, CA 95928



Objective

To obtain an entry level and/or internship position at a company where I can utilize my strong work ethic, high activity level, and motivation to learn and succeed.

Education

California State University, Chico,

2004- Spring 2008

Degree: Bachelor of Science- Business Administration, Option Marketing

Completing the E-Marketing and Localization Track Certification

Chosen to represent CSU Chico at the 2007 Localization World Conference in Seattle

Chosen to study at Tecnológico de Monterrey in Guadalajara, Mexico during January 2008.

Employment History

Internet Marketing and Promotions Intern, Madison Bear Garden, Chico, CA *February 2008- Present*

- Established a one-to-one Social Network marketing channel by utilizing Facebook to target the California State University, Chico student demographic. Currently rated one of the top 50 restaurants globally on Facebook.
- Currently working on improving The Madison Bear Garden's website organic search rating with Google and other major search engines.
- Responsible for planning new events, promotions, and specials to grow attendance and increase profits.

Management/Sales Internship, Sherwin-Williams, Chico, CA

May 2007- August 2007

- Learned Sherwin-Williams trademark service, and G.U.E.S.T. approach.
- Generated and maintained long-lasting relationships with customers.
- Created and presented a project to the South West Division office in Dallas, TX.

Telemarketer, American Mutual, Pleasanton, CA

June 2006- August 2006

- Worked in a call center with warm and cold leads to generate face-to-face appointments for senior loan officers.
- Assisted senior loan officers with daily administrative tasks.
- Learned how to set and obtain weekly goals by as much as 95%.

Managing Director, Best-In-The-West-Cards

February 2001- November 2002

- Created an eBay storefront and sold valuable sports memorabilia and Oakland A's Diamond Seat Tickets.
- Learned valuable skills in eCommerce, customer service, and packaging.
- Obtained a positive feedback rating of 99.7%, generated nearly \$50,000 in revenue, and sold memorabilia ranging from \$1.00 baseball cards to \$500 Oakland A's Diamond Seat Tickets.

Skills Profile

- History of successfully working in teams to develop interpersonal skills.
- Strong knowledge of software applications to include Word, PowerPoint, Excel, FrontPage, Photoshop and Dreamweaver.
- Ability to understand and satisfy customer's needs and wants.
- Can identify and implement up-selling opportunities quickly.
- Excellent job attendance, quick learner, and strong work ethic.

Activities and Awards

- AMA Vice President and Director of PR/ Web Designer *2007-2008*
- Certificate of Excellence in Marketing *2007-2008*
- Chosen to attend the AMA International Collegiate Conference in New Orleans *March 2007*
- AMA Sales Team Project Leader *Spring 2007*
- AMA Excellence in Volunteerism Award *Fall 2006*
- American Marketing Association *2006-Present*
- Amador Valley Varsity Volleyball Team Captain *2004*
- E.B.A.L First Team Volleyball All League Selection *2003-2004*