

# Justin D. Simpson

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**OBJECTIVE:** To acquire a full-time position using my marketing education, sales skills, and desire to excel.

## EDUCATION:

Penn State Erie, The Behrend College (AACSB Accredited)  
Marketing, *Bachelor of Science*

Graduation: May 2014

## MARKETING PROJECTS:

### Marketing Research Project- Investigation into PSU's Brand Equity

- Created and tested survey questions while also collecting responses and using SPSS for analysis
- Worked as a team to present our findings and gave insight into possible solutions to the problem
- Became CITI Training certified (Human Subjects)

### Personal Selling Project- Park Inn

- Needed to secure a potential customer for a newly renovated hotel (The Park Inn)
- Created a sales strategy including but not limited to establishing/maintaining a relationship
- Secured the customer's business after working through sales resistance because of strong execution of my value-added selling strategy

### Marketing Principles Project- New Product Introduction

- Created an innovative product with other team members to implement into Dyson's other product offerings
- Researched who our target market was and how to reach them
- Presented our findings to inform where this company may benefit by employing our discoveries

## SALES AND OPERATIONS EXPERIENCE:

### Pittsburgh Pirates- Pittsburgh, PA Ball Park Operations Intern

May-August 2013

- Assisted Operations Manager in Day-Day functions
- Led game day staff supervisor briefings; enforced game day staff rules and regulations
- Supervised and enforced deadlines with maintenance staff for non-game day projects

### Magnotti and Son, Inc.- McKees Rocks, PA Laborer

May-August 2011  
May-July 2012

- Assembly, delivery and installation of patio furniture, gas grills and fireplaces
- Assisted the sales team by handling customer issues with product quality
- Took the initiative to ensure all products that were delivered were in top condition

### Dick's Sporting Goods- Bethel Park, PA Sales Associate

January-May 2011

- Aided customers with the decision making process with my superior product knowledge
- Received training on how to handle difficult customer relations situations
- Interacted with other team members to ensure shoppers had an outstanding store experience

## TECHNOLOGICAL SKILLS:

- Excel, Access, PowerPoint, Word, Photoshop, SPSS(Statistics Software), TMSS (Payroll/Scheduling)

## ACTIVITIES AND AWARDS:

- 2013 Penn State Behrend Business Bridge Senior Peer Advisor; International Coastal Cleanup (Erie, PA); Various Intramurals at Penn State Erie; Member of 2010 Dayton Flyers Football Conference Championship team (Won Brute Award that year as toughest/hardest working freshman on the team); Voted Mr. Personality by peers as a senior in high school

LinkedIn: [www.linkedin.com/pub/justin-simpson/5a/b19/333/](http://www.linkedin.com/pub/justin-simpson/5a/b19/333/)