

Noah S. Cail

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EDUCATION

Southern New Hampshire University
Bachelor of Science, Marketing
GPA 3.2

Manchester, NH
Expected May 2018

Degree in Three Program: Three-year bachelor's degree program which blends core business and liberal arts courses with practical, integrated learning experiences in and out of the classroom within a team setting

LEADERSHIP AND ENGAGEMENT

- **2017 International Collegiate Sales Management Case Competition:** Competed against 70 schools to develop a detailed solution to a large business problem and presented this solution to industry experts
- **SNHU Elevator Pitch Competition:** Created a strong elevator pitch in competition with other students and presented pitch in front of business professionals for feedback
- **Professional Sales Association:** Develop effective communication, relationship-building, and sales skills through one-on-one coaching, experiential exercises, and real-world experiences
- **Athletics:** Exhibit leadership and teamwork as a member of intramural volleyball, basketball and soccer

PROJECT EXPERIENCE

Grappone Automotive Marketing Project

- Conducted comprehensive research of the automobile industry with a team of four to uncover the common issues in the industry and their impact on Grappone Automotive Group
- Developed a marketing plan to combat these issues and grow the company's social media audience
- Presented a detailed marketing plan to the CEO and additional employees

Skillsoft Research Project

- Worked as an integral member of a five-person team to research the company Skillsoft
- Analyzed a case study involving the company's new product, *Women in Action*, which focuses on helping women develop their leadership, communication and interpersonal skills
- Completed in-depth research and analysis of Fluor, Jacobs Engineering and Amec Foster Wheeler to gain a deeper understanding of the companies and women working in the field
- Conducted a SWOT analysis to examine target market, competitors, financial implications, and potential challenges to recommend companies that should implement Skillsoft's new product
- Presented findings and recommendations to Skillsoft representatives, class, and faculty

Manchester YWCA Social Media Project

- Collaborated closely with a seven-person group and the board of directors of the Manchester YWCA to implement marketing solutions to create positive awareness of the organization in the community
- Introduced innovative ways for the company to interact with members, increase client base, and share information using social media, including Facebook, Twitter, and Instagram
- Developed a comprehensive presentation to share findings and solutions with the organization

WORK EXPERIENCE

Sales Associate, Wireless Zone of Peterborough, Peterborough, NH April 2014-Present

- Provide personalized service to 25+ customers per day, reaching monthly sales goals 75% of the time
- Sell \$10,000+ in products and services each month while overseeing \$1000-2000 in cash daily

TECHNOLOGY SKILLS

Software/Social Media: Proficient in Microsoft Word and PowerPoint; Facebook, Twitter, and Instagram