

JENNIFER RIVERS

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MARKETING EXECUTIVE

Product Launches ~ Overseas Partnerships ~ Presentations

Accomplished, multilingual Professional consistently recognized for achievement and performance in the fuel industry. Innovative and successful in mining new sales territories and establishing business alliances, including the recent partnership with *MM Oil* in Korea. Proven leader with special capabilities in building teams, strategizing, and implementing workable marketing plans employing television, radio, Internet, and print media. Fluent in English, Korean, Japanese, and French.

BUSINESS SKILLS

Marketing

- Launch gasoline exports in conjunction with new production plant start-up; target overseas markets.
- Initiate sales of ULS, an environmentally-friendly new product launched in the European market.
- Establish joint venture partnerships in Europe and Far East; implement marketing for aviation fuel and asphalt as a value-added commodity.

Market Planning

- Analyze regional import / export economics and the interregional oil markets.
- Participate in contract negotiations for strategic alliances with major European and Asian concerns.
- Achieved \$25 million in revenue by developing offshore storage programs that fulfilled seasonal market trends in the region.

Product Planning

- Optimize production mode by selecting appropriate refinery; research product specification revisions by country.
- Propose and participate in the Plant Operation Committee, a team effort between production and sales.

PROFESSIONAL EXPERIENCE

TTR CORPORATION, New York, New York 1993 – Present
Vice President, Overseas Business Division

- Promoted to position in March 1996; selected as one of three employees to attend an MBA course in 2003.
- Named *Employee of the Year* in 1996 based on professional achievements.

FUEL INDUSTRY OF AMERICA, New York, New York 1989 – 1992
Manager of Marketing

- Provided analysis on fuel industry, drafting report for the White House.
- Awarded the *Honor Prize* in 1992 based on performance evaluations of oil producers.

EDUCATION

UNIVERSITY OF NEW YORK, New York, New York
Bachelor of Arts in Communications, 1988