

REID A. GERSON

QUALIFICATIONS:

11 Years of project management, strategic marketing, financial administration and managerial experience.
Database design to promote business and cost efficiency, data analysis, and management decision-making.
Advanced proficiency in Microsoft and desktop publishing software to assist with business activities.
Master's Degree in International Management & Bachelor's Degree in International Business

SOFTWARE EXPERIENCE:

Microsoft Word, Excel, Access, PowerPoint, Project, Publisher, FrontPage, Visual Basic, and Explorer;
Quark Express; Adobe PageMaker, Photoshop, Illustrator and Acrobat; Netscape.

MS-ACCESS DATABASE PROJECT MANAGEMENT

- Designed and maintained databases with emphasis on the following:

Project Management	Market Research	Financial Costs	Direct Marketing
Competitive Intelligence	Client Demographics	Lead and Proposal Tracking	Work Schedules
- Constructed customer profile databases to improve the quality of customer service and to increase new business.

CAREER HIGHLIGHTS:

June 1998-
August 1998 **Systems Management Specialist for a Prototype Server Evaluation Program (Contractor)**
Hewlett Packard. Santa Clara, California.

- Determined precise system specifications to meet actual customer requirements.
- Ensured that all parts were available for early prototype production.
- Interacted with HP internal and external suppliers and handled all inventory purchases.
- Constructed a complete part to prototype tracking database for the management team.

February 1998-
May 1998 **Business Analyst and Technical Writer (Contractor)**
AM Partners, Inc. Honolulu, Hawaii.

- Developed a lead tracking system database to qualify business lead quality.
- Performed technical writing for a multi million dollar federal planning project.
- Converted 14 planning manuals to Adobe Acrobat PDF to facilitate use by clients.
- Created advertising material and a company user guide for Adobe Acrobat.

June 1997-
December 1997 **Project Administrator (Contractor)**
Kaiser Permanente. Honolulu, Hawaii.

- Analyzed all financial and database-sorted data to provide accurate project summaries.
- Designed and maintained a database to track the work schedules of 12 programmers.
- Implemented a database to monitor all costs associated with a \$12 million project.
- Extrapolated project financial forecasts for subsequent months with precision.

January 1997-
June 1997 **Senior International Business Division Clerk (Contractor)**
Bank of Hawaii. Honolulu, Hawaii.

- Prepared and processed funds transfers for International Division customers.
- Constructed a customer profile database to increase the quality of customer service.
- Submitted a database for Bankoh "Big Idea" program to capture client demographics.

May 1995-
January 1997 **Marketing Specialist and Business Systems Analyst (Contractor)**
M&E Pacific, Inc. Honolulu, Hawaii.

- Wrote technical proposals, produced advertising, and handled direct marketing.
- Assisted senior management with market research and business development.
- Designed MS-Access databases to track proposals, projects, and direct marketing efforts.

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- February 1994-
March 1995 **Marketing and Business Systems Analyst (Contractor)**
GE Capital - Transport International Pool. Devon, Pennsylvania.
• Analyzed customer demographics and designed direct marketing campaigns.
• Created MS-Access databases to obtain/manipulate/maintain company information.
• Utilized software products to improve/promote business operating efficiency.
- August 1992-
January 1993 **Intern of Export Administration and Trade Development**
Teledyne, Inc. Arlington, Virginia.
• Researched and identified international business opportunities.
• Instrumental in the staffing and approval of 268 licenses worth \$124 million.
• Administered defense export and technology transfer applications.
- June 1990-
November 1991 **General Manager of a Chain of Car Stereo Operations**
Boulevard Car Stereo and Alarm. Philadelphia, Pennsylvania.
• Managed 10 employees, purchased inventory, and generated financial statements.
• Increased customer sales by 15% and expanded profit margin by 10%.
• Evaluated and implemented new product lines to increase the company's market niche.
- November 1989-
June 1990 **Bank Manager**
Club Med. Punta Cana, Dominican Republic, Martinique, and Sand Piper, Florida.
• Controlled revenue earned at each resort and supervised bank tellers.
• Conducted foreign exchange and ensured customer settlement of accounts.
• Tested a new computer accounting system that managed all of the resort's operations.
- August 1988-
October 1989 **Teaching Associate**
Institute for International Studies and Training. Fujinomiya-shi, Japan.
• Taught English language classes to Japanese business executives.
• Produced training video presentations for Japanese companies.

EDUCATION:

- May 1993 **Master of International Management (MIM)**
American Graduate School of International Management.
Thunderbird Campus. Glendale, Arizona.
Areas of Study:
• Marketing Analysis and New Product Development
• International Business Policy and Decision Making
• International Financial Statement Analysis
• Competitive Intelligence
- May 1988 **Bachelor of Science in Business Administration (BSBA) in International Business**
American University-Kogod College of Business. Washington, D.C.
Areas of Study:
• University of Copenhagen, Denmark International Study Abroad Program (1985).
• International Finance and Marketing
• Financial Decision-Making
• Investment Analysis

INTERESTS: Tennis; Swimming; Fishing; Bicycle Riding; Scuba Diving; Reading; Cultural Studies.