

# COLIN POST

## **Self-Employed;** Lima, Peru and Bogota, Colombia

*Vendor and Publisher;* February 2009 – Present

- Grew sales to \$20,000 per month as Peruvian Naturals distributor and brand manager.
- Co-authored “Lima Travel Guide: Insider Advice from Expats in Peru.”
- Published blog which achieved 21,000 monthly visits and 370 subscribers.

## **Laboratorios Portugal;** Arequipa, Peru

*International Sales Representative;* April 2008 – March 2009

- Developed Peruvian Naturals brand to market the herbal supplement line outside Peru.
- Gained product distribution in the United States, United Kingdom and China.
- Translated product packaging to English and technical manuals into Spanish.

## **EBSCO Publishing;** Ipswich, Mass.

*Freelance Writer;* June 2008 – January 2009

- Researched and wrote encyclopedia entries for Great Neck online libraries.

## **Enterprise Rent-A-Car;** St. Louis, Mo.

*Sales Representative;* August 2005 – July 2006

- Drove revenue by selling vehicle upgrades and insurance protection.
- Reinforced brand image by providing excellent customer service.

## **Anheuser-Busch**

*Merchandiser;* July 2004 – July 2005, Denver, Colo.

- Grew sales volume using product displays and shelf strategy.

*Contemporary Marketing Representative;* July 2003 – July 2004, Los Angeles, Calif.

- Planned and executed interactive promotions in over 40 contemporary-adult bars.

## **Fitz’s Bottling and Restaurant;** St. Louis, Mo.

*Bartender and Full-Time Student;* May 2000 – July 2003, July 2006 – April 2008

- Developed and maintained online marketing tools to boost growth.
- Selected to lead off-premise promotions in Chicago and Kansas City markets.

## **University of Missouri – St. Louis**

*Master of Business Administration;* December 2007 (3.0 GPA)

- International Business Club, Vice President 2007

*Bachelor of Business Administration;* May 2003 (3.3 GPA)

- Double Emphasis: Marketing and Management
- Sigma Tau Gamma, President 2002

## ATTRIBUTES

- Fluent Spanish: reading, writing, listening and speaking.
- Sales experience: personal selling and copywriting.
- Proficient in AP Stylebook guidelines for writing.
- Knowledgeable of SEO concepts, HTML and CSS, WordPress, Google Analytics, AdWords, AdSense and AWeber email marketing software.
- Experienced internet vendor with over \$500,000 in sales.