

# Gus T. Gorilla

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## SUMMARY OF QUALIFICATIONS

Conversational Spanish	Organizational Skills
Communication Skills	Prospecting and Networking
Strategic Market Planning	Presentation Skills
Closing Skills	Customer Service

## EDUCATION

**Pittsburg State University • Pittsburg, KS**  
*Bachelor of Business Administration* May 2013  
Major: Management GPA: 3.4  
Minor: Marketing

## RELEVANT EXPERIENCE

**American Properties • Pittsburg, KS**  
*Rental Agent / Sales Representative* May 2010 - Present

- Prospect for leads increasing company assets \$20,000; ranked #1 in 2010
- Show properties, customize selling points, and build customer relationships
- Built network of relationships with city landlords
- Developed strategic market plans for area penetration and advertising placements

**The Book Place • Pittsburg, KS**  
*Sales Assistant* January 2009 - April 2010

- Aided customers with selections and sales transactions
- Balanced register nightly
- Launched the first local website to market new products
- Designed monthly employee contests to promote video sales  
Resulting in 18% sales increase

**Pittsburg State University • Pittsburg, KS**  
Office of University Development  
*Phonathon Caller* August 2008- January 2009

- Communicated the University's goals and accomplishments
- Promoted financial support; received pledges for \$13,815

## HONORS

Business Honor Society  
National Merit Scholar

## ASSOCIATION

American Marketing Association – Kansas City

## REFERENCES

Available upon request