

LISSA ERIC
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SUMMARY

- Over seven (7) years of progressive marketing and business development experience, export, market research and feasibility studies, customer service management, product promotion and product launching as well as management of accounts payable and accounts receivables.
- Proficient with the following languages: English, French, Spanish and Dutch.
- Excellent proficiency with Microsoft Word, Excel, Access, Power Point and Mac OS
- Creative, decisive, well-organized and results-oriented professional

WORK EXPERIENCE

Business Development Officer, Diagenode Inc., Philadelphia PA, USA - July 2006 – February 2007
(Develops, produces and sells equipment and reagents for epigenetics.)

- Direct oversight and supervision of marketing.
- Managed customer database, accounts payable and accounts receivable including collections.
- Planned, organized and attended trade shows.
- Supervised and launched products for the US market.
- Processed incoming orders, coordinated product shipments.
- Directed and full oversight of sales.
- Handled and resolved customer related issues.
- Coordinated and maintained close ties with the corporate headquarters in Belgium.

INTERNSHIPS

Belrobotics SA, Brussels, Belgium - February 2006 - June 2006
(A robotics lawnmower company)

- Conducted market research for entry into the US market that includes field investigation and data synthesis
- Spent 3 months in the US: scheduled meetings (evaluation local agents), investigated the most suitable type of agent or business relationship for the Belgian company

Belgian Trade Commission, Brussels, Belgium – October 2005 - June 2006
Program Babel Export (governmental organization)

- Underwent intensive international trade training on exporting
- Selected 1st of ten (10) successful candidates amongst 500 candidates

Unilever, Brussels, Belgium - July 2004 – August 2004

International manufacturer of leading brands in foods, home care and personal care

- Analyzed and reviewed marketing research materials on store branding
- Conducted extensive analysis and prepared comparative study of store brands in Home and Personal Care (Lever Faberge) products.

C.F.G. Services, Brussels, Belgium - July 2003 – August 2003
(An accounting firm)

- Prepared accounting schedules on selected balance sheet and income accounts
- Analyzed and reviewed selected balance sheet accounts

Cetelem Services, Brussels, Belgium - August 2003 – October 2002
(A credit card management company)

- Visited prospective buyers and current clients to promote company relationships
- Handled and assisted in company's promotional campaigns

EDUCATION

- University Francisco De Vitoria, Madrid, Spain
Student Exchange Program, 3rd Year Management in Business Administration, 02-2004/06-2004
- ICHEC University, Brussels, Belgium
Bachelor's Degree in Economics, Major in Int'l Mgt and Business Admin., 2001-2005

REFERENCES WILL BE FURNISHED UPON REQUEST