

# Brian Langerak

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**Objective** To secure Marketing Internship at Haworth by using experiences in research and strategy to drive relevant insights of competitive markets.

## Experience

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Jan 2009-May 2009 **Hanon-McKendry** Grand Rapids, MI

### Marketing Intern

- Led category analysis to understand niche markets and competitive advantages
- Executed client presentations with marketing director
- Performed Web Marketing tasks of keyword analysis and buyer persona profiles
- Worked with PR for ideation of Ad Fair 2009 activities at Hanon-McKendry
- Implemented research to aid in repositioning clients in the branding process
- Gained valuable experience in areas of branding, strategy, and research

April 2008-Present **R&R Land Investors** Grand Rapids, MI

### Property Manager

- Managed the general appearance and functionality of buildings
- Arranged meetings with commercial brokers concerning options for tenant placement
- Responsible for marketing and sales materials of R&R Land Investors
- Contacted and informed prospective tenants on space availability
- Coordinated with city and township supervisors to increase awareness of buildings

July 2007- July 2008 **Bachrach** Grand Rapids, MI

### Commissioned Sales Associate

- Developed and built a customer base in high-end retail
- Performed closely with promotions to maximize sales
- Completed in-store sales training
- Responsible for opening and closing store operations

## Education

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Grand Valley State  
University

Allendale, MI

B.B.A.

Major: Marketing, with a concentration in Sales

Expected: April 2010

GPA: 3.8

## Interests

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- 09/10' **VP of Careers** for GVSU Chapter of **American Marketing Association**
  - **Life group leader** at Mars Hill Bible Church
  - (Shadowed marketing departments at both **Haworth** and **Cranell, Inc.!**)
  - Received Most Competitive award in Varsity Soccer
  - Dean's List

## Strengths

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Proficient in Microsoft Office and experience in SAP.