

## **Michael A. Adams**

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Box 1800 Bryant University 1150 Douglas Pike, Smithfield, RI 02917

### **Education**

Bryant University  
Bachelor of Science in Business Administration  
Concentration: Marketing GPA: 3.69  
Sophomore International Experience—China

Smithfield, RI  
May 2010  
  
2008

### **Awards/Nominations**

Staff Member of the Year—Bryant University Archway Newspaper 2008  
Collegiate Entrepreneurs Organization: Purple Cow Competition—1<sup>st</sup> Place 2008  
Nominee--Global Student Entrepreneurship Awards 2007  
Bryant University Elevator Pitch—Finalist 2006  
Bryant University Marketing Plan Competition—3<sup>rd</sup> Place 2006

### **Relevant Coursework**

#### **Business Principles**

Created detailed business plan for future implementation.

#### **Management Principles**

Built valuable teamwork skills while assisting a library with homework help.

#### **Consumer Behavior**

Consumer immersion report on public transportation industry

#### **Marketing Research**

Created survey for Rhode Island Hospital and secondary research on fundraising and solicitation

### **Activities**

**Bryant Student Arts and Speaker Series—Committee Member** 2008-Present

Designed website, and coordinated most graphic materials to be distributed and planned events

**The Archway—Opinion Editor** 2008-Present

Layout and write weekly opinions, and write an Entrepreneurship column.

### **Work Experience**

#### **Small Business Owner**

Orchard Lane Group December 2008-Present  
Richmond, Vermont

- Proficient in Joomla! Content Management System and Virtuemart E-Commerce
- Experience with Adobe Creative Suite 3 and CSS and HTML editing
- Portfolio: [www.OrchardLaneGroup.com](http://www.OrchardLaneGroup.com)

#### **Small Business Owner**

Eddie's Energy Bars May 2004-Present  
Richmond, Vermont

- Independently started company while in high school.
- Press release yielded three newspaper articles and one television story.
- Checked with suppliers and retailers to rotate product, announce new products, and schedule samplings
- Repositioned product to more fun and local-friendly business with a loyal customer base.
- Grew company to three-state distribution without a distributor.
- Created marketing initiatives, with feedback from customers, which increased sales over 500%.

#### **Sales Associate**

iParty Corporation March 2004-August 2007  
Williston, Vermont

- Made decisions on product placement and planogram arrangement.
- Gained valuable experience, including customer relationship management and working with teams.

- Trained new employees on how to run the register, freight, and balloons.
- Earned award for best customer service.
- Learned to be self-motivated.