

**NINA BIERMANN**  
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## EDUCATION

**Master of Marketing** University of South Florida (Tampa, FL)  
December 2010 (expected)

**Master of Business Administration** University of South Florida (Tampa, FL)  
Specialization Areas: Building Sustainable Enterprises & Management December 2010 (expected)

**Bachelor of Science in Business** Miami University (Oxford, OH)  
Major: Marketing 1999 –2002  
Minors: International Business, German Literature

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## PROFESSIONAL EXPERIENCE

**GRADUATE ASSISTANT – Department of Management & Organizational Behavior** May 2009 –Present  
**College of Business, University of South Florida** (Tampa, FL)  
Works as Graduate Assistant to Professor Hanna-West and assists with sustainability and ethics courses in addition to various projects and events, such as the USF Going Green Tampa Bay Expo.

**GRADUATE ASSISTANT – Office of Employer Relations** August 2008 – May 2009  
**College of Business, University of South Florida** (Tampa, FL)  
Reports to Director of Employer Relations. Responsible for organizing and managing employer events and student marketing. Responsible for online presence, website maintenance and creation of marketing materials.

**MARKETING SERVICES MANAGER** February 2008 – July 2008  
**DuBois Chemicals** (Cincinnati, OH)  
Promoted to Marketing Services Coordinator in February 2008 to manage the Marketing Services Department. Responsible for managing and leading all marketing services activity for DuBois such as public relations, advertising, sales promotion / new product launch materials, collaterals, trade shows / events, direct marketing and website development. One direct staff member reports to the Marketing Services Coordinator. Reported to VP of Marketing.

**PRODUCT LINE SPECIALIST** August 2004 – February 2008  
**DuBois Chemicals** (Cincinnati, OH)  
Responsible for Maintenance Cleaning and Transportation Cleaning product lines, totaling \$9 million in sales. Grow and manage the product line portfolio including new product development, product profitability, pricing & discount policy, demand planning, lab & market tests, and product launch. Research market trends, key customer requirements, and competitive offerings. Present sales presentations to corporate customers in the US and Canada. Develop marketing and promotional literature (brochures, presentations). Train, motivate, and communicate with 220 direct sales reps to increase sales in these product lines. Reported to VP of Marketing.

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## SKILLS

Bilingual (English & German)  
Self-motivated, driven and hard working  
Excellent project and time management skills  
Team player with strong communication and interpersonal skills  
Multi tasking skills and proficiency in Microsoft Office, SAP, Dreamweaver, Internet  
Problem solving and managerial skills

## INTERNSHIPS

### MARKETING INTERN

August 2003 - September 2003

**Cincinnati Ballet** (Cincinnati, OH)

Composed press releases and assisted with promotional events planning. Created media kits to local/national media.

### PURCHASING INTERN

June 2002 – December 2002

**Cognis Corporation - Technical Procurement Division** (Cincinnati, OH)

Enabled and implemented the conversion of large payments and identification of Minority Business. Weekly/Monthly reporting on extended and closed POs and blocked invoice reports.

### MARKETING INTERN

Summer 2000

**Cognis Corporation - AgroSolutions Division** (Cincinnati, OH)

Analyzed agricultural market trends and developed a competitive analysis. Contacted state departments for regulations governing state approvals for agricultural products.

### MARKETING INTERN

Summer 1998

**Schwarzkopf & Henkel - National Hairstyling Product Management Division** (Düsseldorf, Germany)

Contributed in writing the 1999 Marketing Plan for the National Hairstyling Division. Published a product review, drawing on evaluated customer feedback forms and conducted customer interviews.

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## SCHOLARSHIPS & AWARDS

**U.S. GREEN BUILDING COUNCIL (Tampa Bay Chapter)** - Toppe Scholarship Recipient (2009)

**UNIVERSITY OF SOUTH FLORIDA** – Distinguished Graduate Achievement Award (2010)

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## PROFESSIONAL MEMBERSHIPS

### GRADUATE BUSINESS ASSOCIATION

President 2010

Marketing Officer 2009

University of South Florida (Tampa, FL)

### NET IMPACT AT USF

Information Technology Officer 2010

**BUSINESS MARKETING ASSOCIATION (BMA)** – 2006 to present

**U.S. GREEN BUILDING COUNCIL (USGBC)** – 2009 to present

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## PROJECTS / ACTIVITIES

**TRANSLATION AND RECORDING PROJECT** KaiVac, Inc., 2002

**GERMAN DRAMA PRODUCTION** Miami University, 2000

**FOREIGN LANGUAGE TUTOR** Miami University, 2000

**Ingenuity Inc. (Public Relations Director)** Miami University Entrepreneurship Club (2000)