

PAUL R. HILLBURNS

World Travel → Global Trade → Cultural Acumen

*“Whether his task was product sourcing or client service, Paul delivered 150% every time.”
Dave Chu, President, Incan.*

Marketing Intern ready to go!

Multilingual trade and economics graduate offering mastery in international cultures, commerce, and currencies. Leverage academic development with hands-on business insight attained through travel to 48 countries and experience as a Global Market Assistant for \$75 million company. Well-versed in international brands and trends.

Selected by President of CU for the Campus Champion award, the University’s highest student honor.

▣ EDUCATION ▣

BS in Global Trade, Minor in Economics
Charlotte University, Charlotte, NC
3.7 GPA, Dean’s List Honoree, May 2009

Global Economics Certificate
Antonio de Nibrija Universidad, Madrid, Spain
First in Class, Summer 2006/2007

▣ EXPERIENCE ▣

Global Market Assistant, Incan Furniture, High Point, NC **12/07 to Present**
Support the VP of Marketing in identifying and developing distinctive, exclusive home goods for niche retailers and billion dollar companies. Collaborate with product design teams, marketing departments, and vendors to provide information, review product mix, and problem solve. Worked part-time, contributing to college expenses.

- Negotiated with an extensive global network encompassing 30 factories and 25 suppliers to identify and exploit emerging trends and opportunities in furniture retail markets.
- Captured \$4.3 million in sales by suggesting an innovative accessory product line that distinguished Incan in the high-end market place. Won three new retailers and secured repeat business.
- Achieved 100% on-time delivery for customers, exceeding 83% peer average. Developed advanced understanding of international business practices, contract negotiations, logistics, and requirements.
- Gifted in understanding buyer and company style requirements, suggesting product lines and sourcing ideal suppliers that created designs that elevated the brand.

▣ EXPERTISE ▣

Research/Analysis ▪ Market Factors ▪ Cost Analysis ▪ Data Modeling ▪ Graphs/Charts ▪ Exchange Rates
Contract Execution ▪ Sales ▪ Negotiations ▪ Social Media ▪ Brand Awareness ▪ Product Sourcing ▪ MS Office

▣ PROJECT HIGHLIGHTS ▣

Worldwide Leather: Investigated and researched components of successful international leather manufacturer. Interviewed President and toured facilities. Identified factors that drove company’s dominance in marketplace while maintaining strength in all economic cycles. Determined diversification into synergistic industries key.

Transnational Corporations: Examined the relationship between governments and businesses throughout historical cycles. Performed statistical postdictive and predictive analysis to discover patterns and trends. Recognized need for governments and corporations to coexist with balanced interaction for strong economies.

Argentine Debt Crisis: Analyzed the conditions leading up to Argentina’s financial collapse. Utilized various research tools including scholarly articles and newspapers. Determined the privatization and liberalization of the economy, capital flight of investments, and reduced tax revenue led to the ultimate debt crisis and crash of 2002.

Clubs	Economics	Hispanic	International	Activities	Diversity
Languages	Spanish	French	Italian	Russian	English

922 Walker Road → Cary, NC 26011 → 919-511-8821 → PHillburns@Email.com

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"Globalization is not about assimilation or integration – but acceptance and cultural diversity – this will promote the free market of knowledge." PRH

☐ INTERNSHIPS ☐

Carrboro Farmer's Market, Carrboro, NC
Marketing Assistant

01/10 to 05/10

- Created unique marketing collateral that strengthened the Market's brand and attracted customers. Designed a popular map, clear directional signage, and distinctive advertising flyers.
- Collected and researched information on farmer's markets and sustainable agriculture to inform and educate customers. Presented findings to team members and offered talking points.
- Publicized the market in the community. Promoted events and weekly specials through Twitter, Facebook, and word of mouth (WOM) marketing.

World Wide Organization of Organic Farms, Buenos Aires, Argentina
Farm Employee

06/09 to 08/09

- Prepared food for public market sale. Planted gardens, harvested, and cared for animals.
- Built an adobe bathroom from the ground up. Served as Team Lead, reviewing architectural plans, assigning duties, and trouble shooting to keep project on schedule.

☐ CIVIC LEADERSHIP ☐

Chairman of Donations

Managed a university-wide drive that collected 560 boxes of clothing for a local immigrant rescue mission. Organized team hierarchy, delegated responsibilities, and served as emergency translator.

Count on Me

Chosen as first student board member for \$75 million non-profit serving people in need internationally. Directed the single largest fundraiser in company history, producing \$820,000 in new donations.

Manna Project International

Instructed elementary school students in Rome, Italy, in health and sanitation. Developed lesson plans, games, and activities to engage and instruct them during a 3-hour daily after school program.

☐ PROFESSIONAL DEVELOPMENT ☐

Carolina Microfinance Initiative: Instructed on various aspects of microfinancing during 3-week workshop. Contributed to group discussions and examined how to apply microfinance concepts to development projects.

☐ BLOG EXCERPT ☐

Stories of St. Petersburg

Almost 2 months in, and I finally feel like I'm learning how to be a person in St. Petersburg. I'm at home with my host family, I've made Russian friends, and I'm totally comfortable with the language, although I still have plenty of room for improvement. It's difficult to come into a new country without a lot of expectations, so I think it's easy to be hard on yourself if certain things don't happen as fast as you expected. I take time everyday to visit the local shopping districts and see what the trendy items are, and how they are displayed and priced. There is much more price variance in Russian stores, as they don't have strict commerce regulations and consumer protections like we do in the US. There is also a vibrant black market for designer knock-offs and originals...

Read more here: PRHblog.com

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New Graduate:

I created a dual-purpose resume for this recent graduate. He had been unemployed for 8 months, and kept vacillating between non-profit focused work and marketing.

So I designed a first page that could be used as a stand alone document, with the second showing off his versatility and contributions, particularly in the non-profit arena. He also had an interest in serving on another Board as a junior member, and this would accommodate that also.

He sent me colors from one of the home goods lines he worked on and I incorporated that into the resume. He liked a "metro" look with geometric shapes. I tied this in with his love of travel and he was wowed by the border that represented some of the countries he visited.

He is currently working in Shanghai with an international furniture manufacturer and is studying Mandarin Chinese!