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# JEFF BACHMAN

613 Chapman Ave ▪ Coquitlam, BC, Canada ▪ V3J 4A2  
604.613.4850 ▪ jeff@jeffbachman.com ▪ www.jeffbachman.com  
*Visit my website for the most up to date information*

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## personal profile

Simon Fraser University BBA Candidate with over six years experience working in customer service and high tech industries. Degree concentrated in Marketing and International Business. A talent for creative problem solving and passionate about integrated marketing communications. Extremely personable, technologically savvy, and capable of leading a team. Consistently ranked at the top of his classes.

Seeking a position in strategic marketing planning, brand management, or business consulting. Open to relocation.

## professional experience

### Faculty of Business Administration, Simon Fraser University

Teaching Assistant  
Current

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- Teaching assistant for BUS 343, Introduction to Marketing, at Simon Fraser University.
- Instructs three tutorials of third year business students regarding the core functions of marketing.

### Electronic Arts Inc.

Software Tester, CATLab Support Agent  
Summer 2007

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- Was originally hired as a routine software tester, quickly promoted to CATLab Support Agent due to existing experience and knowledge.
- Applied extreme attention to detail while balancing dynamic, demanding work loads.
- Tested 10+ software titles for hardware compliance for the 2008 cycle, requiring careful planning and scheduling to meet frequent and changing deadlines.
- Quickly became an online specialist within CATLab, a position that was shared only by one other employee of much higher seniority.

### Stream International (Hewlett Packard Contract)

Associate Trainer, Peer Coach, Technical Support Agent  
2004-2006

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- Trained over 100 new and existing employees in areas of customer satisfaction and technical troubleshooting for high end, large format printers.
- Coached support agents on call control, information delivery, and ways to improve customer satisfaction for the Quality Assurance department.
- Delivered technical support and contract sales to multiple customers over the telephone daily.
- Worked directly with HP headquarters to resolve unique hardware issues.
- Lead team discussions in restructuring incentive programs.

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## BC Hydro

Power Smart Outreach Representative (Work Co-Op & Regular Employment)  
2003-2004

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- Marketed the use of Compact Fluorescent Light bulbs to residents of British Columbia through a multi-retailer, face-to-face province wide giveaway campaign. Interacted directly with hundreds of people per day.
- Taught elementary students benefits of being energy efficient through skits and presentations.
- Took the role as team leader at large-scale retail events. Managed inventories, directed co-workers, and liaised with store managers.

## ApexMail USA Inc.

Technical Sales Representative (Work Co-Op)  
2003

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- Sold outsourced E-Mail solutions and services to companies around North America. Handled contract negotiations from initial contact until close of sale.

## Stratabase Inc.

Web Developer and Programmer  
2000-2001

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## technical skills

- Proficient in all aspects of Microsoft Office, Adobe Photoshop, and many other programs.
- Comfortable in Windows, OS X, and Linux environments.
- 10+ years experience in web design, including HTML, SQL, and PHP.
- Experienced in using WFM software and other CRM database entry packages.

## education

### Simon Fraser University, BBA (Expected 2008)

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- Concentrations in Marketing and International Business.
- Recipient of the World Petroleum Council's Millennium Scholarship for outstanding performance.
- Current Overall CGPA of 3.59, Upper Level Business CGPA of 3.77.

### University College of the Fraser Valley

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- Completed first and second year business courses.
- Completed two semesters in the Work Co-Op program.

## interests and hobbies

- Hobbies include photography, mountain biking, and website design.
- Volunteering with the West Coast Rally association, SIFE Marketing Group, and as a Writing Mentor for the Faculty of Business Administration.
- Close follower of marketing, advertising, Internet, and Web 2.0 news online.