

# Resa Gooding-Eshed

B2B Marcom Manager for Commercial Tablets and Visual Merchandising Solutions

---

## Summary

As a B2B Marketing professional my main goal is simple - to ensure that our clients succeed in enhancing the in-store shopping experience for their customers and in turn achieve their sales objectives.

Understanding that consumer products cannot be easily translated into the commercial environment we have invested the necessary resources to provide solutions suited just for retail needs. From our iDISPLAY Tablets to our visual merchandising solutions retailers continue to choose us to blend the best of offline and online worlds.

It is my passion to unravel the intricacies of B2B businesses thereby boosting their client relationships as it's only through these relationships that successes are realized with the end consumers - which, after all is everyone's main objective!

---

## Experience

### **B2B Marketing Communications Manager at Outform Ltd**

June 2008 - Present (6 years 3 months)

Defying boundaries, pushing limits and basically getting the job done is what I do best.

In my current position I'm responsible for ensuring my client's success with their clients utilizing both online and offline marketing techniques and customized project management solutions.

So what can you expect working with me? This pretty much sums it up...

I am a concept originator;

An idea generator

An opportunity taker

A resource activator

An anti procrastinator

An accomplishment celebrator

I make it do what it should do and know that...

THE SKY'S THE LIMIT!

### **Statistician at Ministry of National Security**

April 2006 - March 2007 (1 year)

Accomplishments: Worked closely with the Head of the Agency to develop a statistical data base to determine emerging criminal trends in narcotics and gang-related crimes so that proactive measures could be suggested and implemented to the Minister of National Security in affected communities.

## **Assistant Manager - Business Services Division at Water and Sewerage Authority**

January 2005 - March 2006 (1 year 3 months)

Accomplishments: Researched, analyzed and prepared reports about the Social and Economic Benefits of Providing Water Services to various Communities throughout Trinidad and Tobago for the Chief Executive Officer to ensure that resources were being distributed equitably.

---

## Volunteer Experience

### **International Publicist at HS FANGA Inc**

November 2009 - Present (4 years 10 months)

Representing Indie Bands based in Israel and the Caribbean I seek to gain international exposure of these artists who's music not only ensures you have a good time but their lyrics also support powerful messages that keeps one empowered and motivated.

### **Youth Officer at National Association for the Empowerment of African People**

March 1998 - March 2007 (9 years 1 month)

As the Youth Representative in the Caribbean I worked closely with both public & private entities to develop educational and motivational seminars and programs for the youth.

---

## Courses

### **Independent Coursework**

Cherie Blair Mentoring Women in Business

Toastmasters Leadership and Public Speaking Course

---

## Skills & Expertise

<b>Marketing Communications</b>	(Advanced, 7 years experience)
<b>Project Coordination</b>	(Advanced, 10 years experience)
<b>Office Administration</b>	(Advanced, 10 years experience)
<b>Social Media Marketing</b>	(Advanced, 3 years experience)
<b>Microsoft Office</b>	(Expert, 10 years experience)
<b>Event Management</b>	(Advanced, 12 years experience)
<b>Account Management</b>	(Intermediate, 3 years experience)
<b>Access</b>	(Intermediate, 5 years experience)
<b>Customer Relations</b>	(Advanced, 10 years experience)
<b>Customer Service</b>	(Advanced, 10 years experience)
<b>Editing</b>	(Expert, 10 years experience)
<b>Event Planning</b>	(Expert, 10 years experience)

**Newsletters** (Advanced, 6 years experience)  
**Research** (Expert, 12 years experience)  
**Social Media** (Advanced, 5 years experience)  
**Writing** (Advanced, 12 years experience)  
**Exhibition Management**  
**Conference Organisation**  
**Product Development**  
**Conference Organization**  
**Start-ups**  
**Management**  
**Project Planning**  
**Project Management**  
**Public Speaking**  
**Retail**  
**Public Relations**  
**Online Marketing**  
**Business Development**

---

## Languages

**English** (Native or bilingual proficiency)  
**Hebrew** (Limited working proficiency)  
**Spanish** (Limited working proficiency)

---

## Education

### **2007 Ulpan Language Learning Centre**

2007 - 2008

### **2006 BorderCom International Institute**

Diploma, Project Management, 2005 - 2006

### **University of the West Indies, St. Augustine Campus**

Bachelor, Science Economics; special emphasis in Statistics, 2000 - 2004

### **St. Joseph Convent, St. Joseph**

1992 - 1999

---

## Interests

Marketing, Project Management, Event Planning and in my spare time I love working with Indie Music Bands finding ways to get their music heard by fans who are waiting to discover them.

---

# Resa Gooding-Eshed

B2B Marcom Manager for Commercial Tablets and Visual Merchandising Solutions

---



[Contact Resa on LinkedIn](#)