
Jeffrey M. Muscato

Columbia, Missouri
mail@jeffmuscato.com

Relevant Strengths, Skills, and Knowledge:

- Clear, effective communication | Editing & Proofreading | Typing (100 wpm)
- Organizing and streamlining office processes and operations
- Promoting brand and public image using print, social, and other media
- Knowledge of Adobe Photoshop and Adobe Illustrator | Photography | Layout and Design

Experience:

- *Print Media Coordinator:*
Columbia College Seabrook Writing Center (2013–2015)
 - Redesigned suite of handouts/literature to promote the Writing Center brand
 - Created flyers, signs, and bookmarks using a consistent brand style
 - Initiated projects to evaluate and improve office processes and operations
 - Worked on projects independently and as part of a team
- *Founder, Co-Owner, and President of both business divisions:*
Columbia Integrated Technologies (2003–2010) and Columbia DJ Supply (2002–2006)
 - Focused on business planning and operations, advertising, and public image
 - Created numerous displays, signs, advertisements, and other literature
 - Designed and implemented inventory system including website text and photos
 - Worked closely with marketing firms, web developers, accountants, and attorneys
 - Performed retail sales and other sales, customer service, and consulting
 - Used Microsoft Office, Adobe Creative Suite, scanner, and multi-line business phone
- *General Manager:*
Crazy Music Sound and Light (1998–2002)
 - Performed operations and sales planning, inventory, and employee scheduling
 - Purchased inventory and researched/set sale prices
 - Familiar with accounts receivable and accounts payable
 - Managed retail sales and other sales | Frequently the highest-performing salesperson

Education:

- Columbia College (Day Campus), Columbia, Missouri
 - Bachelor of Arts | Major: History | Expected graduation: May 2016* | Available: Immediately
 - **One course remaining, which is not offered until 2016*
 - Columbia College Capstone Scholarship recipient
 - Columbia College Festival of Writing awardee
 - Relevant coursework:
 - Principles of Marketing, Business Law, Microeconomics, Macroeconomics, Statistics, Logic
-