

Phillip Z. White
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CAREER SUMMARY

I am attending Towson University to attain my Master's of Science in Human Resources Development. My intent is to transition into the HR field to enhance my leadership and analytical skills, while contributing to an organization's employee relations and talent acquisition programs. I have an acclaimed background with creating marketing campaigns and recruitment strategies for the healthcare, entertainment, manufacturing, and non-profit industries. My HR experience includes administering online help desk service for job seekers and employers, leading internal implementation processes, and monitoring technical and data collection initiatives for my clients.

PROFESSIONAL EXPERIENCE

Boxwood Technology, Inc.
Hunt Valley, Md.

8/08 to Present

Account Services Manager: Leads implementation process. Routinely tests career sites to confirm clients' expectations are met, while ensuring the interface is user friendly to all skill levels. Conducts online conference calls (webinars) to demonstrate the functionality of the career site. Continually engages in help desk exercises. Manages 100 career sites in the marketing, defense, legal, health care, government, and non-profit industries. Contributes constructive ideas to improve functionality for users.

HR Related Contributions:

- Advises job seekers and employers on techniques to improve search results.
- Educates clients with internal data tracking, profit sharing and traffic reporting software.

BV&K Direct
Carlsbad, Ca.

5/07 to 8/08

Account Manager: Defined client Yellow Page print strategies. Composed monthly renewals, estimates, and balanced budgets. Forecasted publisher discounts and incentive plans to increase client position and presence.

Peak Technical Services, Inc.
Oceanside, Ca.

11/05 to 4/07

Staffing Manager – Recruited candidates for Civil Engineering and Manufacturing clients. Prospected clients and cultivated business development initiatives for sales staff. Acquired candidate referrals to increase talent pool. Devised online strategy to increase candidate search results.

Specific Accomplishments:

- Recognized as organization's Top Recruiter (12+ months).
- Noted as the Gross Margin Leader (33 times).

HR Related Contributions:

- Administered candidate reference, work history and education background checks.
- Mediated candidate salary and benefit negotiations

Advertising Association of Baltimore
Baltimore, Md.

9/04 to 10/05

Scholarship Committee Chairman – Presided as the contact for the Advertising Association of Baltimore (AAB) Scholarship Committee. Established the criteria and requirements for the scholarships. Selected the judges for the Scholarship Committee.

Specific Accomplishments:

- Wrote students bios that appeared in the ADDY Award Show Booklet.

Chess Communication Group
Baltimore, Md.

4/03 to 9/04

Account Executive - Developed clients' marketing plans. Generated print collateral, television and radio creative briefs and campaign goals. Managed clients' media plans and print placement schedules.

Specific Accomplishments:

- Examined Federal Communication Commission (FCC) marketing guidelines for casino and gambling driven organizations.
- Incorporated FCC regulations into clients' advertising objectives and executions.

Maryland Screen Printers, Inc.
Baltimore, Md.

6/02 to 4/03

Sales Representative - Lead screen-printing, embroidery, and ad specialty sales promotions for local and national clients. Networked within the Baltimore community to promote various causes and issues.

Eisner Communications
Baltimore, Md.

6/00 to 3/02

Print Traffic Coordinator – Provided schedules, budgets, contracts, and creative briefs for clients and the agency's accounting, media and creative departments. Trafficked and proofread all print advertisements, posters and direct mail pieces.

Specific Accomplishments:

- Effectively acted as the agency liaison and helped successfully meet deadlines and budgets.
- Supervised the production and delivery of all print collateral items.

EDUCATION

M.S., Human Resources Development, Towson University, Towson, MD 2014 (expected) 3.5 GPA
B.S. Mass Communications (Advertising and Public Relations) Towson University Towson, MD
2000 3.0 GPA

PROFESSIONAL AFFILIATIONS

Chesapeake Human Resources Association (CHRA) Member
CHRA Government Affairs Member

TECHNICAL SKILLS

Microsoft (Word, Excel, Power Point and Office), Snag-It 4.0, HTML, CSS