

**Craig Lawson**  
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### **Education**

Bachelor of Science, Freed-Hardeman University, Henderson, TN, December 2003  
Majors: Computer Information Science and Biblical Studies, Minor: General Business

### **Summary of Qualifications**

- Excellent leadership and communication skills
- Creativity combined with enthusiasm
- Organizational and analytical skills
- Strong work ethic, dedicated, reliable, high moral standards

### **Employment History**

July 2006 – Present                      Yellow Book USA, Account Representative

- Responsibilities include: Building customer relations, assisting customers in growing their businesses, developing advertisement layouts, developing strategic advertising plans, creating expansion tactics to enhance company visibility, canvassing territories for potential customers, and selling decision makers on advantages of advertising with Yellow Book

January 2004 – July 2006                      Abercrombie & Fitch, Store Manager

- Responsibilities included: Managing over 50 employees, building customer relations, recruiting sales personnel and potential managers, training and developing new employees, maintaining standards of store and displays, coordinating employee schedules and related regulations, and managing inventory

May 2003 – August 2003                      Contract Employment

- Responsibilities included: Building, upgrading, and maintaining several personal computers with hands on experience in networking buildings and homes

August 2001 – December 2003                      Jackson Family YMCA Pool and Freed-Hardeman University Pool, Lifeguard

- Responsibilities included: Being accountable for the safety of the patrons, maintaining the pool, and teaching private swim lessons

2001 – 2003, Summers                      Sharon Johnston Park, Pool manager/Head lifeguard

- Responsibilities included: Supervising other employees, creating work schedules, being accountable for the safety of patrons, and maintaining the pool

### **Professional Societies and Activities**

- Xi Chi Delta, Member (2003)
- Chi Beta Chi, Member (1999-2003)
- Lads to Leaders, Participant (1990-2003)