

Darrel Muhammad

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E d u c a t i o n

**Master of Business
Administration (MBA)
Dec 1990**

Marketing Emphasis

New Mexico State University

**Bachelor of Business
Administration
May 1988**

Marketing Major
Advertising & Promotion
Option

New Mexico State University

T r a i n i n g E x p e r i e n c e

**Middle School Teacher
Jun 2006-Oct 2008**

Computer Literacy

Forest Hills Middle School

Educated 6th, 7th, and 8th grade students on the fundamentals of Microsoft Office applications. Utilized computer technology to assist individuals with accessing information, sharpening problem-solving skills, encouraging critical thinking, and working collaboratively. Guided students in discussions & demonstrations to facilitate their comprehension of the impact of technology on the cultural, social, economic, environmental, and political aspects of society.

**Middle School Teacher
Aug 2005-Dec 2006**

Social Studies

Islamic Academy of Alabama

Saw an unmet need, and provided my services to teach the 5th, 6th, 7th, and 8th grades at Alabama's only Nationally Accredited Muslim School. Southern Association of Colleges and Schools (SACS).

**College Instructor
Jun 1996-Apr 2004**

Division of Business
And Accounting

Miles College

Taught students—life skills, and tools for business success. Helped to motivate and direct young adults to seek holistic development leading to intellectual, ethical, spiritual

and service-oriented lives. Served as Miles College Students in Free Enterprises (SIFE) Faculty Advisor, Business Division Academic Advisor, and Infractions Committee Member. Courses which I taught included:

Marketing	Investments
Business Law I and II	Entrepreneurship
Micro-Computer Applications	Business Communication
Human Resource Management	Management Information Systems

Senior Instructor
Fall 1999

Princeton Towers

Princeton Baptist
Medical Center

Taught elderly residents of the living center beginning and intermediate computer courses, specifically tailored to meet their particular social and psychological needs, as well as their families. Trained individuals to perpetuate the program (train the trainer).

E n t r e p r e n e u r i a l E x p e r i e n c e

Small Business Owner
Jan 2000 forward

SCRIBE Professional Services

Consulted with clients to determine communication needs & document specifications. Researched project particulars, composed documents, presented drafts and revisions. Prescribed measures for incremental improvements.

Small Business Owner
Jan 1996-Dec 1999

Original Man Enterprises

Interviewed prospective customers, performed needs analysis, suggested a menu of remedial strategies. Focused on: profitability, customer satisfaction, security, inventory management, training, advertising, and public relations.

G o v e r n m e n t / P o l i t i c a l E x p e r i e n c e

Economic Development
Analyst
Jun 2004-May 2006

Center for
Workforce Development

Jefferson County
Economic and Community
Development

Interim Youth Coordinator. Managed Workforce Investment Act Youth Programs. Provided technical assistance to new Program Providers. Trained & informed providers of reporting requirements, monitored program performance, wrote contract modifications. Reported progress and made recommendations to Executive Board & Youth Council. Recommend action plans for Program improvement. Guided non-profits

& Faith-Based Organizations to compliance with Federal, State, and local government regulations. Liaison between various non-profit and government agencies. Provided marketing expertise. Conducted technical research, identified & analyzed Labor Market Information.

Marketing Manager
Nov 2001-Sep 2002

Political Election
Campaign

Jefferson County
Commission

Planned, organized, and implemented the highly successful marketing strategy for candidate through primary, runoff, and general election. Obtained winning results despite limited and unpredictable resources. Motivated volunteers. Efficiently and effectively adapted to dynamic market conditions. Conducted field operations.

Compliance Officer
College Co-Op

Wage and Hour
Division

United States
Department of Labor

Researched labor laws, audited business records, interviewed employees & business owners, determined compliance or non-compliance with relevant regulations, educated business owners, negotiated applicable fines and penalties.

C o r p o r a t e E x p e r i e n c e

District Sales Manager
Jan 1995-Jan 1996

Buick Motor Division

General Motors Corporation

Business consultant to the 17 major Buick dealerships in North Alabama. Accountable for: market share, profitability, customer satisfaction, inventory management, advertising, public relations, and training for the district. Negotiated corporate sponsorships and special events. Coordinated budget planning and control with District Service Manager. Negotiated contracts with third party vendors on behalf of Buick and the independent Buick dealers. Created programs to meet Dealer needs. Ensured compliance with the Corporation's standards.

Telemanagement
District Sales Manager
Sept 1993-Dec 1994

Buick Motor Division

General Motors Corporation

Business manager and liaison between all but two of the Buick dealers in the states of North and South Dakota and the panhandle of Nebraska. The complete communication link for this Upper - Midwest district. Directed activities daily via telephone contact, periodic plane trips, central meetings, GM training sites, and conference calls. Responsible for district's knowledge of and adherence to, Buick's policies and procedures.

Consumer Relations Analyst GMC Truck Division **General Motors Corporation**
Jun 1992-Aug 1993

Guided and trained the Division's Consumer Relations Managers. Computer programming for National Highway Traffic Safety Administration and Federal Trade Commission information requests. Managed GMC Truck's repurchased vehicle inventory. Quality Network Steering Council member. Service/Marketing Liaison. Negotiated Executive Appeals, Coordinated appeals for customers with special needs. World Cup 1994 Task Force Champion (Marketing/Planning/Promotion).

College Graduate GMC Truck Division **General Motors Corporation**
In Development
Jan 1991-May 1992

Completed special assignments for designated departments – the duration being between two and four months in:

Marketing - Performed market research to determine the feasibility of a new product entry, and prepared the original proposal to be used by the Market Planner and Platform Manager. Compiled a competitive analysis of Toyota's advertising, focusing on their impending introduction of a new full-sized pickup truck. Analyzed sales and focus group data to rationalize our full-sized trucks' 1994 and 1995 color schemes.

Pontiac Truck Center - Prepared the entire Marketing Plan for this retail truck outlet. Interviewed each Department Manager and guided them through the status assessment, goal setting, forecasting, and strategies for achievement.

Kansas City Marketing Center - Coordinated special marketing and promotional events in cooperation with our Advertising Agency, Marketing Development Managers, and our Dealer Marketing Associations. Assisted with the Division's Super Bowl sponsorship planning. Helped dealers identify areas of opportunity within their primary area of influence and suggested methods for effectively reaching their targeted segments.

Dealer Marketing Assistance Center - responsible for sales and marketing activities in GMC Truck's Midwest Zone, e.g., incentive programs, special sales events, inventory allocation, and general dealer inquires. Communicated programs, policies, and procedures to our dealers.

Completed additional assignments with **Truck Center Administration, Fleet Sales, Advertising, Pricing & Incentives, and Sales Engineering.**

I am tremendously talented with a wide variety of transferable skills. My excellent interpersonal capability allows me to effectively communicate with individuals and ascertain their needs. I enhance *other's* ability to accomplish their goals, and derive pleasure when using my expertise to achieve that end.