

# Blake Koen

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## SUMMARY

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Dedicated professional with background in IT auditing with business experience in sales, marketing, and operations. Strong ability to plan, coordinate and implement projects within budget and deadline driven environments. Organized, detail-oriented and efficient.

## EXPERIENCE

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### **Middle Atlantic Press** (Moorestown, NJ)

2005-2014

#### *Manager and Partner*

Manage all aspects of small book publishing distribution business including customer service, operations, marketing and sales

- Handle all customer service and author inquiries
- Evaluate proposals and negotiate contracts with authors to acquire new books for the company
- Create and project budgets and monitor sales for each book
- Calculate and disperse all royalty payments
- Set up all in-store marketing events in bookstores and nontraditional bookstore outlets
- Wrote content for marketing materials, including tip sheets on new titles to present to buyers at major bookstores and wholesalers
- Manage all invoicing, account payables and receivables and expense control procedures
- Handle all receiving and shipping

### **Burrston House** (Moorestown, NJ)

2005-2012

#### *Publishing Consulting Firm specializing in college textbooks*

#### *Editorial Assistant*

Assisted in entire process of managing academic book reviewers

- Coordinated with Editors on forwarding reviewer packages to selected college professors
- Received and distributed all reviews for multiple projects to editors, checking for accuracy and content
- Updated and maintained project databases maintaining sensitive timelines
- Organized reviewer payments providing needed information directly to publisher
- Started and continually update an excel database used to contact professors for focus groups and reviews

### **Koen Book Distributors, Inc.** (Moorestown, NJ)

2004-2005

#### *Inventory Control Supervisor*

- Successfully reduced inventory from 14 Million to 10 Million
- Managed cycle counts and discrepancies for inventory
- Worked directly with accounting department and buying department monthly through analyzing large quantity items to determine whether inventory was sufficient to meet overall need
- Tracked lost stock to identify location of missing titles
- Investigated inconsistencies between book value and physical inventory

## EDUCATION

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### **Loyola College in Maryland** (Baltimore, MD)

BA in Business Administration (Concentration in Marketing), May 2004

### **Temple University** (Philadelphia, PA)

MS in IT Auditing and Cyber Security, Expected Graduation Summer 2017

## REFERENCES

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Available upon request

