



Randolph Resident Robert Generale Launches As World Internet Marketing, Inc. Manager

For Immediate Release

SUCCASSUNA, N.J./EWORLDWIRE/Aug. 7, 2006 --- A 2006 marketing and communications graduate from Rhode Island's Johnson & Wales University, Robert "Bob Jr." Generale recently began in the position of marketing manager with World Internet Marketing, Inc. After evaluating the market, Generale was particularly attracted by the opportunity presented to him to move the company ahead in alignment with the company's trademarked slogan, Move Ahead, Inc. "My new professional role is a perfect complement to my academic endeavors and a place I have been working towards for years now. I actively sought the right company to embark on my future with, and World Internet Marketing, Inc. from all aspects is a perfect fit," stated the long-time Randolph resident.

Generale's motivation is a direct reflection of the environment in which he grew up - inspired by his father to succeed, he chose the field of marketing based on characteristics and personality traits he already possessed. "Marketing to other business professionals is an art - the appropriate use of persuasion and the phases it takes to encourage a purchase are elements which intrigue me immensely," said Generale. His mother, Diane, provided him with financial backing to allow him to focus exclusively on his education - a sacrifice Generale recognizes and knows the value of.

In just his first two weeks, Generale has found he has learned much about the industry far more than he originally anticipated, despite an intense series of interviews. "The environment is dynamic and energetic - the other members of the team I directly interact with are intensely knowledgeable and committed," stated Generale. "I can't wait to get to work in the morning - every day I see opportunity for growth."

Along with the regular full-time staff, World Internet Marketing, Inc. had successfully recruited 13 interns for its summer internship program from a wide range of colleges including Tufts, Vassar, Penn State and Ramapo, among others.

"My expectation is to grow the role of the marketing department - which I know will be initially supplemented by students in the area," added Bob Jr. His previous experience in Advertising as the Production Coordinator of the 2006 National Advertising Competition resulted in achieving the position of Division 1 Champions - he eagerly anticipates the crew of new interns who have recently begun interviewing for the fall.

Generale's entrepreneurial side lends itself to a successful career launch. "I thrive on identifying new trends and anticipating and maximizing on opportunities as they arise."

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KEYWORDS: World Internet Marketing, Inc., job, Bob Generale, Robert, college graduate, marketing

SOURCE: World Internet Marketing, Inc.

AVAILABLE MEDIA: Photo: Bob Generale (size: 93.8 k)

Bob Generale

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