





# MICHAEL BOOTHE

## MARKETING GRADUATE

### CONTACT

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-  Indianapolis (Relocating to San Francisco)

### SKILLS

Digital Marketing  
Sales Strategies  
Social Media Management  
Customer Relationship Management  
Customer Engagement  
Team Leadership

### EDUCATION

**Indiana University, Kelley  
School of Business,  
Indianapolis, IN | May 2024**

**Bachelor of Science in Business  
Major: Marketing**

### CERTIFICATIONS

Google Ads Certification  
HubSpot Social Media Certification  
Hootsuite Certification  
SEMrush SEO Certification

### PROFILE

Recent Marketing graduate from Indiana University's Kelley School of Business with a passion for digital marketing and customer engagement. I bring over five years of customer service experience, where I developed strong communication, leadership, and sales skills in fast-paced environments. My hands-on experience in managing social media content and leading front-of-house teams has honed my ability to drive brand engagement and optimize operations. I'm actively seeking marketing or sales roles where I can leverage my expertise in digital marketing, sales strategies, and customer relationship management to contribute to a dynamic team and grow professionally.

### WORK EXPERIENCE

#### Server

Harry & Izzy's | Indianapolis, IN

2023- Present

- Provided exceptional customer service, enhancing guest satisfaction and contributing to a 15% increase in average ticket size through personalized recommendations.
- Collaborated closely with kitchen staff to streamline service delivery, reducing meal delivery time by 20% and improving overall guest experience.
- Maintained a high standard of service, ensuring an upscale dining atmosphere that aligned with the restaurant's brand.

#### Front of House Manager

Gallery Pastry Bar | Indianapolis, IN

2021-2023

- Managed front-of-house operations, leading a team to deliver consistent, high-quality service in a busy, fast-paced environment.
- Developed and implemented social media campaigns, increasing online engagement by 30% and driving foot traffic to the restaurant.
- Streamlined reservation systems and inventory management, resulting in improved operational efficiency and reduced overhead costs.
- Trained and mentored new employees, fostering a positive work culture and enhancing team performance.
- Analyzed daily sales and operational reports to identify trends, optimize staffing, and improve revenue generation.

#### Oculus Sales Representative

BDS Marketing | Fort Wayne, IN

2020-2021

- Engaged customers in interactive demonstrations of Oculus VR headsets, leading to a significant increase in sales during the 2020 holiday season.
- Collaborated with the highest-performing sales district in the Midwest region, contributing to regional success during a critical product launch.
- Provided technical support and guidance to customers, ensuring a seamless and enjoyable product experience.