Carson Fahrenfort

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Experienced salesperson with a passion for innovation and technology. Over 3 years of success in meeting revenue goals, building strong client relationships, and driving customer satisfaction. Proven ability to succeed in roles involving, inside and outside sales, marketing, or operations. Led a display revitalization project that resulted in a 20% increase in sales. Thrives in environments with cross functional teams.

# Education

* Sam Houston State University 2023-Spring 2025; Bachelor’s of Business Management, MIS minor
* Lone Star College dual credit 2020-2023; Associate of business
* Current GPA: 4.00

# Detailed Work Experience

* **Interviewer at Fresh Prints Oct 2024-Current**

As an interviewer at Fresh Prints, I prepare relevant interview questions, review applications, and lead structured interviews to assess candidates' skills and cultural fit. I also evaluate how well they align with the company's values and team dynamics. Maintaining professionalism throughout the process is key, and I provide feedback to both the hiring team and, when appropriate, the candidates. Collaboration with other interviewers helps to ensure informed hiring decisions.

* **Summer Supply Chain/Operations/Sales/Business Intern at Reece USA May 2024-Aug 2024**

As a summer intern at Reece USA, I was placed into a varying role which focused on warehouse management, counter sales, and inside sales. The internship was split into three, three-week sections which each delved into these roles. I was located at our plumbing branch in Bryan, Texas.

During my time in the warehouse, I learned about the items we stocked, how we organized our warehouse, kept track of stock, and managed our inventory. I also learned how to keep up with our auto restocking system, and used multiple skills from my operations management class to help optimize our reorder points. I also was responsible for placing orders, transfers, and receiving our freight and other shipments. Overall, in this warehouse role I learned all aspects of the warehouse, from entry level, to warehouse management.

Next, I was moved into a position in counter sales. Counter sales was very customer oriented. I learned how to use our POS system, answer phones, and make small talk with customers. I also learned how to quickly and effectively pull orders. My favorite part of this section was getting to better know our customers.

My final position was inside sales. Inside sales focused on using salesforce to check leads, calling potential new clients as well as current clients who had not made a purchase for a while. I often had to cold call clients and mock up quotes to compare pricing to their current suppliers. Often times I had to get permission from my manager for special competitive pricing in order to win them over. Overall, my favorite part of this section was when I won a new client over.

I also had to complete a project which improved our business while I was in this internship. My project was replacing our previous product displays with our new corporate mandated displays. After installation, we noticed a 20% increase in overall sales from those walls.

* **Campus Manager at Fresh Prints Jan. 2024-current**

As a Campus Manager at Fresh Prints, I have a varying role in sales. I am responsible for prospecting new clients and selling them on the ideas of custom merchandise. In this position I am responsible for managing the entire sales process from start to finish, which includes prospecting clients, working with the design team, selecting garments, overseeing manufacturing and production, and ensuring that orders are shipped on time. This position pertains to B2B sales as well as B2C sales. A key responsibility of my role is meeting deadlines and ensuring that orders are completed to the highest standards. To ensure this, I work with a team of designers and production staff. In order to start this role, I went through a two-week sales training which helped prepare me for all aspects of sales, marketing, and customer communication.

* **Running a golf equipment sales business 2021-current**

I currently operate a golf equipment business which specializes in used equipment and club repair. I mainly operate this business through online platforms such as eBay as well as Facebook Marketplace. My countless connections to golfers who have referred their peers to me has allowed my business to flourish both online and in person. My clients spread the word of my quality of work, pricing, honesty, and reliability.

# Skills & Abilities

* Well-spoken, friendly and presentable
* Honest and reliable
* Motivated and enthusiastic
* Diligent and responsible
* Proficient in Microsoft Word, Excel, PowerPoint, Access and Outlook
* Equally effective as a team leader or collaborative team member.
* Tenacious, driven, and confident public speaker

# Accomplishments

* Sam Houston State University President’s and Dean’s List (Fall 2023) (Spring 2024)
* Lone Star College Montgomery President’s List (Fall 2022), (Spring 2022), (Fall 2021), (Spring 2021)
* Charter Member of Walker County LEO Club

# Leadership

* SHSU Freshmen Leadership Program 2023
* Student youth ministry leader and camp counselor at First Baptist Huntsville Church. 2023-present
* Camp Counselor at Camp Olympia, 2023-present
* Director of Projects in the Walker County LEO Club. 2019-2020

# Extra-Curricular Activities

* Alpha Lambda Delta Honors Society
* SHSU Student Alumni Association
* The Investment Club & Collegiate Entrepreneurs Organization
* Society of Human Resource Management
* Community Service; over 300 hours the past 5 years
* Golf
* Fishing