

David Alvin

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Education

Grand Valley State University |
Seidman College of Business, Grand Rapids, MI |
BBA, General Business and General Management |
VIP Member of the Professional Sales Association |

Expected Graduation: May 2026

Washtenaw Community College |
Ann Arbor, MI |
Business Administration Transfer |
Phi Theta Kappa Honor Society |

Attended: Aug. 2022 - July 2024

Related Coursework

Team Building, Entrepreneurship and Small Business Management, International Business & Culture,
Managing People & Organizations, Marketing Management, Business Ethics

Skills Summary

Sales & Prospecting, Relationship Building, Persuasive Communication, Marketing & Social Media Outreach,
Lead Generation, Customer Engagement, Microsoft 365, Public Speaking

Projects

Team Building | **Seidman College of Business**

Winter 2026

- Leading a semester-long community impact initiative aimed at raising \$100 per team member through campus-wide can collection efforts in Allendale and Grand Rapids.
- Driving outreach through social media campaigns, on-campus promotion, and direct door-to-door engagement to increase participation and maximize donations.

Professional Sales Association | **Seidman College of Business**

Fall 2025 - Present

- Selected to attend the PSA Chicago professional networking trip, engaging with sales leaders and corporate executives to strengthen industry knowledge and relationship-building skills.
- Conducted cold-calling outreach to local businesses, develop persuasive sales pitch scripts, and contributed to a team that has generated over \$2,000 in sales revenue.

Employment

Dave's Hot Chicken, Howell, MI

Aug 2023 - Aug 2025

Team Member

- Ranked top 3 in upselling performance across Michigan Dave's Hot Chicken locations through strong customer engagement and product recommendation skills.
- Consistently exceeded sales targets by recommending add-ons and premium menu items while maintaining high customer satisfaction in a fast-paced environment.

Jet's Pizza, Brighton, MI

Aug 2021 - May 2023

Team Member

- Successfully integrated into the company culture by building strong, respectful relationships with co-workers, managers, and regular customers, fostering a positive and collaborative work environment.