

David Alvin

Grand Rapids, MI | alvind@mail.gvsu.edu | 810-844-9561 |
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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

Managerial Finance, Investments, International Business & Culture, Managing People & Organization,
Marketing Management, Business Ethics

Skills Summary

- Proficient with Microsoft Word, PowerPoint, Excel, Adobe Photoshop, Adobe Illustrator.
- Learned excellent business communication skills through classroom presentations and collaborating with local businesses and business owners.
- Experienced in advertising and marketing for Instagram using Canva.

Projects

Entrepreneurship and Small Business Management | **GVSU**

Winter 2025

- Crafted a Canva ad for a local business and spoke with them directly and was provided with positive feedback.
- Collaborated with a local counseling office in Grand Rapids and developed clear, role specific job description postings and a structured employee schedule sample.

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

Fall 2026 - Present

- Sold gift card packages to local businesses by crafting persuasive sales pitch scripts and conducting personalized cold-calling visits.
- Developed strong interpersonal and team-building skills through a collaborative sales team environment. Played a key role in helping the team collectively achieve a \$2,000 sales quota.

Employment

Dave's Hot Chicken, Howell, MI

Aug 2023 - Aug 2025

Team Member

- Recognized as a top three performer for upselling across all Dave's Hot Chicken locations in Michigan, demonstrating exceptional customer engagement.

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.