

# Isaiah Sledge

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## Skills and Expertise

**Software:** HTML, CSS, JavaScript, React.js, Operating Systems(Windows, OSX), Python 3, Github, Visual Studio code, Notepad++, Pycharm, Repl.it

**Marketing:** SEO, Social Media Marketing, Email Marketing

**Other:** Google Workspace, Microsoft Suite

## Professional Experience

**Levain Bakery** | Brooklyn, NY

Shift Manager (Oct 2022 - Present)

- Create warm and welcoming environments by conversing with 100+ customers and the 3 team members daily while outputting positivity
- Nurtured creativity and new ideas to maintain a connection among team members and managers
- Embraced diverse backgrounds and perspectives with no discrimination, increasing team productivity and communication
- Gave back by caring for communities and donating upwards of 15 baked goods at the end of each shift
- Delegated the tasks of cookie baking, DoorDash, and retail to 3 team members throughout the shift

**GreekHouse** | New York, NY

Sales and Marketing Intern (Jan 2023 - April 2023)

- Collaborated in team building meetings to strategize and implement marketing techniques
- Worked with 1 school and 2 organizations to sell 60 apparel items
- Maintained user retention by following up over email and phone with 20 leads
- Used cold and warm outreach to turn 14 out of the 20 leads into customers
- Accumulated \$2000 in sales across 2 months

**RippleMatch** | New York, NY

Marketing Intern (Aug 2022 - Dec 2022)

- Utilized social media and email marketing to widen the audience by sending out 3 emails per day
- Expertise in Google Workspace to document and organize data between 2 documents on a daily basis
- Followed up with over 50 users to ensure their satisfaction and comfortability
- Collaborated with marketing clubs and organizations to promote company services and gain 127 sign-ups and 60 milestones within 4 months
- Achieved 20% of user acquisition for the fall 2022 college semester

## Volunteer Experience

**Bric Arts Media** | Brooklyn, NY

Seasonal Volunteer Coordinator (July 2022 - Aug 2022)

- Interacted with the 50+ audience for surveys on feedback
- Maintained the flow of traffic, helped direct, and ensured crowd safety of over 100 guests
- Distributed material and promotional items, which led to a 30% increase in attendants

## Education

**Year Up New York** | New York, NY

Software Developer (March 2023 - Present)

- Acquiring 200+ hours of hands-on training in software development as part of a one-year career development program that includes six months of college-level courses and professional training followed by a six-month internship

**Baruch College** | New York, NY

Marketing undergraduate (Aug 2022 - March 2023)

- Bus 2000 - stressed the five pillars essential for success in business: (1) quantitative analysis; (2) communication skills; (3) ethical decision-making; (4) research; and (5) globalization