

Lenin Fierro

Ann Arbor, MI | (734) 657-6995 | [LinkedIn](#)

EDUCATION

Eastern Michigan University
Marketing Degree

Ypsilanti, MI
GPA: 3.4

- Deans List

WORK EXPERIENCE

Bighorn Outdoor Services

Manchester, MI

Marketing/Web Designer

May 2024 – Present

- Fixed social media to engage and reach more audience and increase sales
- Worked on their website to make it look more business-like, as well as presentable and user friendly
- Answered phone calls from potential customers who may have been interested in our services

LA Fitness

Ann Arbor, MI

Marketing/Sales Representative

March 2024 – May 2024

- Advertised LA Fitness memberships while walking around stores and providing a free week trial to potential members
- Called leads and invited them to come down and look at the gym, as well as, talking to them and seeing if they were interested in possibly buying a membership
- Stood at the front desk and gave out free rewards in return of leads
- Walked around the gym and talked to already-members to ask if they knew if any of their friends were potentially interested in signing up

Orange Theory Fitness

Ann Arbor, MI

Front Desk Member

January 2024 – March 2024

- Called leads and invited them down to take a free class as well as go through our membership options
- Interacted with customers, and created awesome connections

PROJECTS

- **Blue Sea & Grill:** I got hired to web develop Blue Seafood & Grill a website, where it contained their menu, about, home page, and contact form. I finished this project in approximately three days
- **Ellie's Kitchen:** At Ellie's Kitchen, I am currently working on their website, due to the lack of engagement with the targeted audience, and making sure their SEO is where it needs to be

LEADERSHIP & INVOLVEMENT

- **Sigma Pi Fraternity:** Created posters and social media posts to invite students from across campus to participate in our charity events.

SKILLS AND INTERESTS

- **Languages:** Spanish, English
- **Hobbies:** Coding, Photoshop Editing, Gaming, Snowboarding, Photography