

# LIAM PIEROBON

215 N. 5th St., Marquette, MI 49855 | Cell: 586 495 6098 | Email: [lpierobo@nmu.edu](mailto:lpierobo@nmu.edu) | Portfolio: [Lpierobo.GitHub.io/Portfolio](https://lpierobo.github.io/Portfolio)

## EDUCATION

---

### Northern Michigan University Marquette, MI

*Bachelor of Science, Marketing*

Expected Dec 2022

- Major GPA: 3.95; Cumulative GPA: 3.61
- Academic Achievements: Cum Laude; Dean's list 7/8 semesters; National Society of Collegiate Scholars member
- Relevant Coursework: Personal Sales, Marketing Strategy, Entrepreneurship, Quantitative Analysis, Advertising
- Notable Experiences: Professional Baseball-Stadium Sales Pitch, Salesforce Sales Pitch, and Case Study Presentations
- Conducted numerous sales pitches and presentations including a MiLB Stadium Pitch for Marquette, MI

## SALES & CUSTOMER SERVICE EXPERIENCE

---

### Shipt

Marquette, MI

*National grocery delivery service with one-on-one customer service throughout the entire sales process*

Nov 2020 - Present

#### **Grocery Delivery Representative**

- Exemplary customer service and strong brand ambassadorship by delivering orders on time with 100% accuracy
- Provide clear and constant communication with clients across the delivery process to provide product substitutions for out-of-stock items, arrange delivery times, and provide follow up after delivery to ensure customer satisfaction
- Engage in up-selling and cross-selling for recommendations when items were out of stock
- Score 4.9/5 on customer reviews on over 650 orders and counting

### Essence Content

Marquette, MI

*Engages in content writing to enhance search engine optimization*

May - June 2022

#### **SEO and Copywriting Summer Intern**

- Engaged in customer discovery through online research of target market, using it to cold call and develop 16 new prospects
- Leveraged various components of Search Engine Optimization such as Technical, On-Page, and Off-Page SEO to maximize Essence Content's google search engine ranking resulting in a 15% increase in unique visitors

### Young Entrepreneurs Across America

Rochester Hills, MI

*Provides business opportunity for college students by supporting their entrepreneurial startups*

Feb - June 2020

#### **Branch Manager Intern**

- Operated, managed and marketed a regional exterior painting business by utilizing door-to-door sales to win customers
- Sold \$55,000 in revenue and produced \$18,000 in profit; managed relationships with 25+ clients by providing free consultations and estimates, timely communications and sending thank you notes after the job;
- Hired 8 employees and trained them on job skills; coached out employees who were unable to meet quality standards
- Built a social media presence on Facebook and Snapchat to drive additional sales and to market to new employees

## TRADING EXPERIENCE

---

### Crypto Trader

Various Locations

June 2017 - Present

- Invested \$8,000 of my own funds over the past five years into Ethereum, Bitcoin NFTs, and many smaller blockchains
- Leveraged technical analysis and arbitrage trading to make investment decisions; resulting in a peak-gain of \$22,000
- Bulk of profit lost in recent bear market teaching me the valuable lesson of volatility and exit strategies
- Majority of earnings from single arbitrage opportunity trading the currency Ampleforth between CEXs and DEXs
- While I might not want to manage risk for a living, trading has created a love for discussing the markets further fueling my passion to work within the financial services industry

## ADDITIONAL SKILLS & INTERESTS

---

**Certifications:** Google Analytics Advanced, Stukent Mimic Advertising, Hubspot Inbound Marketing, Google Data Studio

**Technical Skills:** SEO, Public Speaking and Presentation Skills, Proficient in Word, Excel, Powerpoint, Access

**Extra-Curricular Activities:** Homesteading, South Superior Climbing Club, Intramural Volleyball, Sierra Club, Travel