

BRIANA EXUM

Englewood, CO 80112 – brianaexum1@gmail.com – 720-495-5546

Dynamic, strategy-focused professional with proven creative problem-solving and marketing skills will re-imagine underperforming processes and both meet and surpass demanding performance goals.

Demonstrated experience and understanding in the following areas:

Marketing campaign management – Customer acquisition – Process management – Business strategy
Relationship marketing – Email and direct-mail marketing – Lead generation and management
Client-facing skills – Consulting skills – Small business copywriting – Sales – Public speaking

PROFESSIONAL EXPERIENCE

Allstate Financial Manager

McRae Agency Inc., Centennial, CO

08/17 – 09/18

- Sold and mined leads that contributed over \$36,700 to agency revenue, 63% of total year-to-date financial accounts
- Met 2018 minimum production goal by end of 1st fiscal quarter, 3 quarters sooner than previous year
- Designed and employed successful relationship marketing campaigns resulting in 69% of year-to-date interactions yielding viable leads and a 58% close ratio on year-to-date viable leads
- Managed agency leads for partnering agent for Allstate life and retirement products
- Wrote responsible life insurance policies based on need-based analysis and consulting

Medical Records File Clerk

Hattiesburg Clinic, Hattiesburg, MS

02/17 – 07/17

- Serviced over 1,100 sensitive, HIPPA-protected medical documents for over 350 local providers
- Supported cross-functional goals with over 100 clinic departments

Cashier

Target, Hattiesburg, MS

09/16 – 07/17

- Grew customer loyalty program enrollment by 11% year-to-date on an overall store goal of 100%
- Increased same-day sales by 47% with organizational merchandising project

Character Educator

The Family YMCA, Hattiesburg, MS

01/16 – 08/16

- Increased average student test scores by 16% with collaborative education project
 - Designed and led federally-funded character development and mentorship program to support academic and behavioral success in at-risk youths
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VOLUNTEER EXPERIENCE

Leadership Workshop Organizer

07/12 –present

Rotary International: Rocky Mountain RYLA, Inc., Larkspur, CO

- Empowered over 1,600 students to mobilize leadership potential and passions into practical solutions to personal and community issues
 - Design and lead self-esteem building exercises in public speaking and creative expression
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EDUCATION

William Carey University, Hattiesburg, MS

May 2017

- Bachelor of Science in Business Administration
- Finance Concentration
- Talent Scholarship: Forensics (speech and debate)