

YADETA GETACHEW

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EXPERIENCE

MARKETING SPECIALIST/ AGENCY PRODUCER

Feb. 2020- present

FARMERS INSURANCE, EL CERRITO

- Created and managed the companies' social media across multiple platforms. Responded to prospect client Inquiries within minutes and maintained customer retention of 90%.
- Made the customer support process modern and streamlined by producing automated social media posts geared towards Informing customers of products, services, and company news. Spearheaded the Customer Support Program where I created tools and resources to maintain quality communication with prospect and current clients.
- Drove more outbound activity through cross-selling and media marketing which led to \$10,000 in company revenue within 6 months.
- Grew community engagement through social media by 60% In my first year.

SALES ASSOCIATE

November 2014 - January 2018

CONVEERSE, SAN FRANCISCO

- Courteously greeted upwards of 1,000 customers a day and efficiently processed transactions within a busy, fast-paced retail environment.
- Completed the sales of every business day to last year's sales and forecast goals directed from corporate
- Operated cash registers along with closing procedures and handled cash deposits slips upwards of \$50,000 at the end of the day
- Managed floor sets, designed layout of store adhering to corporate policy/regulations.
- Drove upwards of ten customer service evaluations monthly

SERVER

February 2014 - May 2013

CAFE COLUCI, OAKLAND

- Promptly took food and drink orders to ensure an enjoyable visit
- Managed time and tasks effectively to ensure guest satisfaction
- Exhibited quick thinking, organization, and problem solving in a fast-paced work environment

EDUCATION

San Francisco State University

Bachelor of Science, Marketing 19

SKILLS / EXPERTISE

- SOCIAL MEDIA MARKETING
- DIVERSE STRATEGIC PLANNER
- SALESFORCE
- WINDOW OFFICE PROGRAMS
- GOAL ORIENTED
- BILINGUAL (ENGLISH/AMHARIC)
- SLACK
- ASANA

VOLUNTEER EXPERIENCE AND COMMUNITY IMPACT

BRIDGING THE GAP

- ORGANIZED AND CO-FOUNDED A TRI-ANNUAL YOUTH PROGRAM CONSISTING OF 150 MEMBERS WHERE I FACILITATED A CONVERSATION WITH A PANEL OF YOUTH ON THE TOPIC OF BRIDGING THE COMMUNICATIONS GAP BETWEEN PARENTS AND THEIR CHILDREN.
- CURRICULUM ENGAGES FAMILIES IN TOPICS SUCH AS MENTAL HEALTH, EFFECTIVE COMMUNICATIONS, EDUCATION AND EXPOSURE.