

Kandace Ballerini

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Education:

Bachelor of Science in Business Administration
Marketing Concentration & Economics Minor

University of Oregon
June 2018

Areas of Interest & Expertise:

- ❖ Interested in using my experience to grow and represent a marketing team as a full time employee
- ❖ HubSpot Sales and Social Media Marketing certified, Customer Segmentation Analysis, CLV and return, Targeted Social Media Advertising (Facebook), Product Implementation Specialist
- ❖ Proficient in Microsoft Word, Excel, SPSS, PowerPoint, QuickBooks, Qualtrics, Outpost, Slack, HubSpot, Mailshake, Basecamp, Social media platforms (Facebook, Twitter, Instagram, Pinterest, WordPress, and more)
- ❖ Highly sociable, approachable, and communicative. Works hard as a team player, ability to learn quickly, enjoys leadership, highly productive and task motivated
- ❖

Experience:

Palo Alto Software - *Marketing Intern*

Eugene, OR June - Sept 2018

- ❖ Performed market research to validate target markets for a new product, Outpost. Including building personas, approaching decision makers, and tracking data from outreach
- ❖ Took a highly analytic approach through A/B testing of methods to engage through cold outreach to highly targeted prospects
- ❖ Performed data analysis and reported to entire company the results of my teams weekly customer feedback results
- ❖ Nurtured free-trial users as the Implementation Specialist by booking calls to ensure their experience was maximized
- ❖ Quickly learned company culture, products, sales process, and 8 different tools in order to work effectively as a fully functional employee

Eugene Emeralds Baseball Club - *Digital Marketing Strategist*

University of Oregon - June 2018

- ❖ Analyzed customer segmentation data from a survey of over 1,000 local consumers' entertainment preferences
- ❖ Micro-targeted audiences on social media. Designed and launched targeted ads to generate qualified leads

SkyBar at Hyatt Place - *Bartender*

April 2018 - Present

- ❖ Established relationships with new and recurring guest in a professional, upscale environment
- ❖ Created exceptional handcrafted cocktails with local spirits and fresh ingredients
- ❖ Inspired creative social media posts for marketing purposes for the SkyBar

Red Robin Gourmet Burgers - *Bartender & Server*

Nov 2013 - March 2018

- ❖ Coached new and existing team members when promoted to server or bartender by showing them how to be productive, efficient, and successful
- ❖ Engaged with guests, made a personal connection and provided a welcoming atmosphere while maintaining a professional demeanor