

## **SUMMARY**

Results-oriented professional looking to advance his marketing career. Dedicated to driving customer satisfaction and product visibility through online and offline marketing strategies. Experienced in public relations, relationship building and management.

## **SKILLS AND CAPABILITIES**

- Strong marketing, advertising, and accounting skills acquired from rigorous courses and work assignments.
- Exceptional interpersonal and verbal presentation skills.
- Coordinated projects successfully as the liaison between managers, assistant managers, and sales associates by being flexible to the various demands each level of the organization presented.
- Proven leadership skills and ability to work on various projects simultaneously while meeting deadlines.
- Proficient in Microsoft Office (i.e. Word, Excel, MS Visio, PowerPoint, MS Project).
- Effective communicator within a team environment as well as the ability to work independently.
- Strong organizational skills with the ability to multi-task and take initiative.
- Demonstrated ability to excel in a high pace environment.
- Fundamental Search Engine Optimization knowledge

## **EDUCATION**

**University of** \_\_\_\_\_, \_\_\_\_\_, GA  
BBA Marketing Fall 2015

## **PROFESSIONAL EXPERIENCE**

**Company name,** Norcross, GA

*Current*

### **Marketing Sales Representative**

- Responsible for managing email and interactive marketing initiatives, sales, and public relations (Create flyers, email blasts, and Facebook).
- Handle accounting/operations activities including invoicing, payroll, and data entry.
- Formulate relationships with in-store customers, create and develop accounts with local fabricators.
- Perform sales calls to potential customers and courtesy follow up calls to build rapport with existing customers.
- Manage sales orders, business accounts, and logistics through Microsoft Dynamics.
- Serve as a representative for multiple out of state consignment accounts.

**Company,** Carrollton, GA

7/14 – 8/15

### **Easy Tech Specialist**

- Boosted conversion rates by 20% through innovative customer relationship building.
- Cultivated and managed relationships with key clients, vendors and community partners.
- Organized work ticket orders for Tech department to be completed in a timely fashion.
- Led and influenced team to increase productivity and sales daily.
- Proven experience and ability to analyze customer problems and trends to offer suggestions and recommendations for improvement.

- Managed project deadlines and monitored milestones through completion stage.

**Company name,** Atlanta, GA

6/13 – 8/13

**Content Administrator Intern**

- Validated contents distributed by content providers are accurately ingested in Cox's Asset distribution system.
- Provided assistance to Content administrator in managing and updating video library.
- Proactively identified anomalies for senior analyst.
- Prepared reports and other documents using spreadsheet software.
- Coded, compiled, and filed records, documents and reports according to an established system.

**Achievements and Community service**

- Youth Development Leader at The Boys & Girls Clubs of America.
- Built brand awareness and created traffic through strategic posts across social media platforms increasing boutique engagement.
- Served as resident advisor for incoming freshman at the University of \_\_\_\_\_.