**A A R O N C O N T R A C T O R**

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**DIGITAL MARKETING COORDINATOR**

**SUMMARY OF QUALIFICATIONS**

* Recent college graduate in Business Administration with a strong focus on the principles and practices of successful Retail Management
* Ability to evaluate key retail decision variables to develop and implement strategies for differentiation and long-term sustainability
* Strong customer service focus with the ability to work with team members to provide a high-quality customer experience
* Excellent communication skills and able to prioritize tasks to meet deadlines

**WORK EXPERIENCE**

**Ann Taylor** Jan 2018 – Present

**Sales Associate**

* Assist customers with product selection, fit, sizing and special orders
* Responsible for cashiering and promoting credit cards
* Reached daily sales goals set by Corporate

**RELATED COURSEWORK**

Market Research

Principles of Retailing

Building Customer Sales and Loyalty

Microeconomics

Introduction to Management

Finance

Business Math and Statistical Measures

Fundamentals of Supervision

Problem Solving Theory

Marketing

Advertising & Public Relations

**PROJECTS**

**Small Business Management (AB209)** – The Profit and Loss Statement

* Projected monthly sales and expenses for fictitious company to create a profit and loss statement
* Interpreted existing financial statements by examining the function and value of an income statement, cash flow analysis, and balance sheet
* Described common financial ratios and appropriate financial statements for a business

**Building Customer Sales and Loyalty (AB202)** – Sampling and Coupons at the Store

* Sampled competition’s product and researched sales promotion activities, including coupons in aisles and flyers in store
* Described the purpose of sales promotion activities and analyzed specific examples of sampling and couponing

**EDUCATION**

**Bachelor of Science – Technical Management**  May 2019

**Specialization: Sales and Marketing**

**DeVry University**, Arlington, VA

**Associate of Applied Science – Business Administration, Retail Management** Oct 2017

**Kaplan University**, Hagerstown, MD

* Dean’s List
* Perfect Attendance