

NAME

TITLE

000-000-0000 / EMAIL / CITY, STATE, ZIP

Profile

A highly motivated sales and marketing associate looking to take the next step in my career as a director. Long track record of driving sales, improving buying experiences, and elevating company profiles. Effective at pitching, demonstrating, and selling products.

Experience

Chief Marketing Associate - Acme Retail, Orlando, FL

2019-2022

- Contributed to organizing and planning large events for tech clients. This task required merging online streaming and offline presentations at the start of the Covid-19 pandemic.
- Assisted in managing the online presence of the company via social media platforms like Facebook and Twitter.
- Managed the company blog. This responsibility included editing posts from junior writers and writing pre and post-event posts myself.
- Collaborated with other brands at big conferences. Collaborations often led to successful social media campaigns where the two companies worked together and made posts advertising both companies.
- Oversaw the overhaul and construction of the new company website. These posts helped drive community engagement and retain clients long-term.

Sales Associate - Inter Marketing and Sales Inc, Tampa, FL

2017-2018

- Responsible for maintaining and organizing presentable merchandise for driving sales. If products were not presentable, it was a failure on my part, but that issue never arose.
- In charge of analyzing and processing product returns and assisting customers with finding alternative merchandise when primary items were unavailable.
- Worked alongside other retail representatives to boost sales. This goal was achieved by enhancing product presentations and advertising collateral.
- Trained and developed a new sales team of associates. Responsible for assigning tasks and providing goals for this new team.
- Organized and managed store shelves to maintain the visual appeal of the store. Engaged with customers to promote specific products and merchandise.

Project Experience

- New Associate Team Creation: Responsible for creating and managing a new team of associates. Gave goals and reported on their success to the management.
- Company Website Overhaul: Oversaw the overhaul and reconstruction of the company website. Put together teams and hired contractors to work on the project. The new website has helped improve profits by 27%.

Education

Bachelor's in Business - University of Central Florida

2012-2016

- GPA: LIST
- AWARD
- AWARD

DEPARTMENT - SCHOOL

May 2009

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Project Management and Oversight
- Point and Sale Knowledge
- Problem-Solving Skills
- Product and Service Sales
- Fantastic Customer Service
- Merchandising Knowledge

Licenses & Accreditations

Licenses Licenses & Accreditations

- HubSpot Content Marketing Certification
- YouTube Certificaiton
- Facebook BluePrint Marketing Certification