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## PROFILE

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Expertise in establishing business connections along the system value chain. A visionary leader who effectively meets goals through strong leadership, interpersonal, communication and analytical abilities. Skilled in nurturing and deepening strong rapport with key accounts of the company to win confidence, anticipate needs and deliver appropriate product solutions. Excellent business skills involving development of business plans and design and implementation of successful marketing strategies. Proven ability in maintaining a high level of professionalism while working to establish rapport with all clients.

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## AREAS OF EXPERTISE

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- Communication & Marketing
- Public Relations
- Customer Retention
- Strategic Planning
- Brand Positioning
- Customer Relationship Management
- Content Writing / Editing
- Media Relations
- Market Research
- Community Relations

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## EDUCATION

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**Master of Arts in Corporate Communication,** Bournemouth University  
Bournemouth, England

**Bachelor of Arts in Communication,**  
Michigan State University  
East Lansing, MI

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## PROFESSIONAL EXPERIENCE

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**Customer Service Advisor, 07/2021 – 06/2022**

Queenstown Lakes District Council, Queenstown, New Zealand

Offer prompt services to all leisure and recreational clients to ensure optimum satisfaction. Manage daily sales, invoice payments, reconciliations, and facility establishments. Process customer inquiries and promote membership sales, registrations, and event ticketing. Resolve customer complaints in coordination with the concerned team. Control retail inventory including new stock items. Provide oversight and direction to new team members in sales, new membership processing, and retail sales.

- Successfully enhanced:
  - New memberships by 40%
  - Retail sales by 20%
- Imparted training to four new staff members on CRM software and duties.
- Ensured prompt resolution of 90% of the customer concerns.

**Front of House, 12/2019- 09/2020**

Taco Medic Limited, Queenstown, New Zealand

Rendered excellent customer service to deliver services in an efficient manner. Managed high volumes of customers to ensure customer retention and high-performance indicators.

- Actively involved in up-selling beverage and sides by 40%.
- Multiplied positive Trip Advisor reviews by 30%.

**Community Events Associate, 09/2017 – 09/2019**

Battle Creek Community Foundation, Battle Creek, MI

Undertook extensive marketing and event efforts by leveraging communication efforts such as annual appeals, advertising materials, digital content, and media relations materials. Served as point of contact for Kyle Pavone Foundation, a fund of BCCF with the Board. Managed gift donations, donor notifications, and quarterly statements. Controlled end-to-end partnership management including identification, negotiation, and implementation.

- Successfully enhanced email marketing response rate by 30%.
- Managed over \$10,000 donor fund to support musicians and artists with mental and substance abuse.
- Co-launched:
  - Short film festival event for high school students to showcase art, and writings.
  - 2018 All American City Award presentation for city and community leaders to perform for National Civic League's annual conference.
- Comprehensively chalked out Foundation's 2018 Annual Report, featuring seven in-depth profiles of community members and organizations.