

DIGITAL MARKETING LEAD

Summary

Digital marketing professional with experience in sales, marketing and management. Knowledgeable about e-commerce, social media and creative digital design.

Highlights

- Digital advertising
- Advertising
- Customer service-oriented
- Excellent written and verbal communicator
- MS Office proficient
- Effective team player
- Dependable and reliable
- Calm under pressure

Experience

Digital Marketing Lead 12/2014 to Current Company Name City , State

- Maintain the Digital Marketing Board for the Spa and Fitness Center.
- Create, edit, and update flyers for the Digital Board regarding current and upcoming events at the Club.
- Upload class schedules, class descriptions, and corresponding videos to the Digital Board on a daily basis.

Spa and Fitness Concierge 10/2014 to Current Company Name City , State

- Demonstrated excellent customer service to all of the member and their guests.
- Compete with co-workers for monthly performance based sales bonuses and incentives.
- Recommend specific services to members depending on what he or she is looking for.
- Provide adequate knowledge of the services that we provide along with the products that we sell.

Spa and Fitness Concierge 06/2014 to 10/2014 Company Name City , State

- Demonstrated excellent customer service to all of the member and their guests.
- Schedule appointments for massages, facials, personal trainers, manicures, pedicures etc.
- Recommend specific services to members depending on what he or she is looking for.
- Provide adequate knowledge of the services that we provide along with the products that we sell.

Assistant Soccer Director 07/2014 to 08/2014 Company Name City , State

- Head of coaching for 6 week soccer camp with 50 kids ages 4-13 and 7 coaches under me when Director was not present.
- Worked directly with the director of the camp to provide excellent training sessions as well as fun organized games.
- Demonstrated leadership for the other coaches to follow while participating in each drill and game that the kids played.

Team Leader Sales 06/2013 to 06/2014 Company Name City , State

- Effectively lead the Sales Team and entire Store in driving Sales, Customer Service and Recovery by directing and acting as a role model in an competitive environment.
- Shared product knowledge with customers while making personal recommendations.
- Maintained friendly and professional customer interactions.
- Assisted customers in finding the right products to fit their needs and goals

Customer Service Lead/Sales Associate 04/2012 to 06/2013 Company Name City , State

- Demonstrated that customers come first by serving them with a sense of urgency.
- Provide customers with product knowledge while making a sale.
- Opened and closed the store, including counting cash, opening and closing cash registers and creating staff assignments.
- Worked as a team member to provide the highest level of service to customers.

Director of Soccer 12/2011 to 03/2012 Company Name City , State

- Developed and promoted our soccer tournaments, leagues, classes, and skills clinics through outside sales, cold calls and flyers.
- Organized and executed a seasonal recreation soccer league with over 250 kids ranging from ages 6-15.
- Coached over 350 kids a week in various soccer classes, skills clinics, and rec practices from ages 2-15.

Customer Service Director 06/2010 to 12/2011 Company Name City , State

- Managed over 15 employees at any given time including developing the schedule, assigning tasks, interviewing, submitting the payroll, and evaluating all customer service employees.
- Provided customers as well as the customer service employees with the correct knowledge regarding all aspects of the facility.
- Directed my staff towards handling each and every issue in a professional and timely manner while taking the lead role in personally diffusing customer complaints.
- Involved in all aspects of the soccer program including doing the majority of the coaching for kids ages 2-15.

Student Athlete 08/2006 to 05/2010 Company Name City , State

- student athlete which I devoted 20 hours per week to athletics while carrying a full course load.
- Gained valuable leadership and team building experience.
- Established time management skills while being committed to both schooling and athletics.

Internship 05/2009 to 07/2009 Company Name City , State

- Provided operational leadership and direction for key aspects of the facility such as coaching, marketing, safety, communications and overall management.
- Developed and maintained a database to execute marketing calls.
- Assuming overall responsibilities for the functioning of the soccer department.

Education

Bachelor of Arts : Sport Management May 2010 Warner University City , State

Minor in Marketing Â

Skills

digital advertising, marketing, outside sales, retail sales