

Name McNamey

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namemcnamey@gmail.com
801-555-5555

Achiever focused marketing manager with over 2 years' experience training, interviewing, and managing events. Knowledgeable in the use of digital payment applications and building customer relations to increase sales and produce stronger financial returns.

Education:

| | | |
|------------------------|--|--------------------|
| Utah Valley University | Bachelor's of Science - Marketing | Expected Dec. 2021 |
| Snow College | Associates of Science - Business | Aug. 2020 |

Work Experience:

| | | |
|---------------------|-----------------------------|--------------------|
| June 2020 – Present | Streamline Development Inc. | Salt Lake City, UT |
|---------------------|-----------------------------|--------------------|

Event Manager/Professional Fundraiser

- Trains and develops business partners in the use of strategic marketing systems and digital payment applications for over 20 team members.
- Collects over \$2,000 in donations and sales each weekly.
- Accounts for and organized the inventory for our charity team of 20 events.
- Consistently placed in the top 50 fundraisers nationally.
- Manages direct marketing events, sells merchandise, and interviews potential new hires.

| | | |
|---------------------|------------------------|-----------------|
| Feb 2019 – Aug 2019 | NAPA Balkamp Warehouse | West Jordan, UT |
|---------------------|------------------------|-----------------|

Stock Handler and Hauler

- Accelerated the organization of incoming freight through the use of operating systems and forklifts to reach average monthly production rates above 110% for 5 months straight.
- Organized and allocated more than 25,000 pieces of freight.
- Accelerated our team efforts by contributing high production resulting in a 3% raise.

| | | |
|---------------------|-----------------------------------|----------------|
| Jan 2017 – Jan 2019 | Missionary Service and Leadership | Farmington, NM |
|---------------------|-----------------------------------|----------------|

Missionary, Trainer, District Leader, and Zone Leader

- Oversaw missionary efforts to serve and educate the public in 14 areas with an estimated population of 20,000.
- Built trust and relationships with people from various backgrounds in 7 communities over the course of 2 years.
- Created, kept, and updated more than 100 teaching records.
- Contacted and taught people in person, over the phone, and through social media.

| | | |
|---------------------|--------------------------------|-----------------|
| May 2014 – Aug 2016 | Gene Fullmer Recreation Center | West Jordan, UT |
|---------------------|--------------------------------|-----------------|

Front Desk Customer Service and Concessions Attendant

- Operated the front desk and register for county facilities to provide information, program registration, and admittance to more than 1000 patrons.
- Effectively resolved customer complaints and answered questions in person and over the phone leading to a 5% raise.
- Processed payments, registered patrons for a variety of programs, and promoted our season passes.

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SUMMARY

I bring over three years of sales and marketing experience to my work. My technical knowledge of industry tools makes my inventive strategies come to life. As your content and product marketing lead, I will creatively and effectively delight your target audience.

EDUCATION

Utah Valley University
Bachelor of Science in Digital Marketing

- Minor in Digital Media

Educational Accomplishments:

- 32 ACT

Exp. Graduation Dec 2020

WORK EXPERIENCE

97th Floor - Results-only digital marketing agency

Content Marketing Intern

Jan 2020 - Present

- Coordinate with 11 clients on blog content optimization strategy
- Create search-optimized web content with Ryte and proprietary tools
- Research and define client buyer personas using SparkToro and Google Analytics
- Define product selling points and create tailored content for a great advertising digital experience

Internal Marketing Intern

May 2019 - Dec 2019

- Optimized YouTube content, increased views and subs by nearly 200%
- Audited existing company content, planned future content plays, and supported PR
- Restructured and migrated over 200 blog posts to new HubSpot site
- Created and executed B2B "Think Tank" campaign with 14 local marketing executives

BASE Search Marketing - White-hat link building service

Outreach Specialist

Oct 2018 - May 2019

- Connected content creators with publisher sites
- Assisted publisher sites in identifying keywords to target
- Attained highest "email to partner" ratio in department, 9 to 1

Upwell Health - Pharmaceutical supply company

Sales Recovery Team Member

Jun 2018 - Oct 2018

- Achieved top 25% in sales retention account closure
- Analyzed metrics in Microsoft Dynamics CRM to improve productivity
- Nurtured relations with existing clients

Frontline Sales Representative

Sep 2017 - Jun 2018

- Generated 22% of revenue on my ten-person team
- Navigated consultative sales of diabetic pharmaceutical products
- Converted phone leads into customer accounts using Five9 call software

VOLUNTEER EXPERIENCE

Americorps Vista

Jun 2018 - Aug 2018

Teens Act Nonprofit

- Led website redesign that brought website to the top of google search results
- Migrated website to new domain, managed data quality, ensured mobile friendliness
- Generated content including design, copy, and visuals
- Implemented SEO for new site
- Grew operations through B2B-type meetings with Provo schools.

INDUSTRY TOOLS

Beginner Knowledge:

Ahrefs - SEO

HubSpot - Automation, email

Beginner Knowledge:

SparkToro - Audience Insight

SpyFu - Competitive analysis

Advanced Knowledge:

Adobe CC - Content Creation

Google Analytics/AdWords

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SUMMARY OF QUALIFICATIONS

Achiever focused business major with over three years of experience providing excellent customer service fulfilling customer needs and fulfilling orders. Strong customer-focused engagement that will ensure strong sales for your company. Knowledgeable of Point of Sale (POS), R, and Google Analytics.

EDUCATION

Utah Valley University (UVU)

Bachelor of Science, Business Management, Emphasis in General Business

May 2021

Orem, UT

- GPA 3.89
- Dean's List
- Academic Merit Award
- Honors Program: \$2,500 scholarship
- Courses of Interest: Marketing and Accounting

EXPERIENCE

Independence High School

September 2019 – Present

Part-time Custodian

Provo, UT

- Works daily in a collaborative team of 4 to accomplish assigned tasks
- Communicates with teachers and faculty to improve the state of the school
- Finishes assigned position (vacuum, light duty, restrooms, utility) for the whole school within 3 hours
- 100% attendance

JCPenney

July 2018 – September 2019

Sales Associate

Provo, UT

- Worked in a fast-paced environment on holidays and special store events
- Counted cash accurately to give back to customers and balanced tills at the end of the day
- Trained 10+ employees on the register and their basic duties
- Gave excellent customer service by helping customers with their questions in both English and Spanish
- Dressed mannequins according to the store plan up to 5 times

VOLUNTEER EXPERIENCE

English Conversation Club

January 2018 – May 2018

Former Member

Orem, UT

- Helped UVU international students learn English by conversing with them
- Helped with homework, explained assignments, and tutored on basic language skills

National Honor Society (NHS)

August 2016 – May 2017

Former Member

Provo, UT

- Participated in many service projects
- Helped build a house for a local war veteran
- Took part in the cultural celebration preparation

SKILLS

- Interpersonal Skills
- Conflict Resolution
- R Software (Beginner)
- Google Analytics (Certified 2019)
- Point of Sale (Advanced)

Name McNamey

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South Jordan, UT 84095

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Summary of Qualifications

- 5 years diverse experience in computer billing and payment software.
- Flexible with project time frames to meet product vision.
- Proven track record of integrity and use of best practices in team management.

Education

Utah Valley University

Orem, Utah

Bachelor of Science in Business Management

Expected, December 2021

3.9 Cumulative GPA

Finance Minor

Experience

Progressive Leasing

Draper, UT 84020

Recovery Account Manager / Early & Late Stage Collections (Nov 2017 – Present)

- Achieved Employee of the Year award by reaching monthly collection milestones while earning near perfect quality score for 10 out of 12 months.
- Completed Internal Mentorship Program which included study of product management, team training, and resulted in being promoted 2 times within 6 months.
- Educate customers about difference between lease-to-own product and financing while using strategy to encourage self-help and use of mobile app.

Abeo Client Services

Sandy, UT 84070

Billing Specialist / Assistant Manager (Apr 2013 – Oct 2015)

- Produced monthly employee audit reports to inspect handling accuracy of customer accounts for 8 employees.
- Ranked in top 5% of department by collecting over \$500,000 on past due accounts over 12 months.
- Used quantitative data to create production plans while collaborating with agents in meeting company goals.

Service Background

Full-Time Volunteer Representative

Stockholm, Sweden

The Church of Jesus Christ of Latter-day Saints (Oct 2015 – Oct 2017)

- Managed and conducted meetings for 15 congregation members and 6 representatives over 4 consecutive months.
- Conducted extensive market research and analysed numerical data to gain insight on how to best market to prospective members.

Name McNamey

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PROFESSIONAL SUMMARY

Efficient and detail-oriented Executive Assistant with over five years' experience solving problems in a business environment. Highly organized and capable of anticipating needs of clients. Proficient software knowledge in Microsoft Excel, Adobe Photoshop, and R.

EDUCATION

*Graduation pending
summer 2020*

Business Management – Utah Valley University – Orem, UT

- Two-year leadership studies program graduate with high distinction.
- Served as University Ambassador for two years.
- Serving as Enactus Project Manager of Ghana social entrepreneurship efforts.
- Awarded \$8000 in scholarships.

WORK HISTORY

08/2019 to Current

Copy Center Associate – Utah Valley University – Orem, UT

- Proofing all job orders, securing client approval prior to production.
- Operating printers to achieve highest print quality and productivity with minimal scrap.
- Produced over 800 high-quality jobs including brochures, flyers, business cards and posters in 2020.

09/2018 to Current

Caregiver – Private – Riverton, UT

- Supports client with mental support and physical activities to accomplish quality of life and sustain needs of wheelchair-bound living.
- Offers social support by transporting individuals to events and activities, in addition to medical appointments and shopping trips.
- Assists patients with personal requirements, including keeping spaces clean helping with grooming that provides family with a 17% increase in time savings.

05/2017 to 08/2017

Seasonal Sales Representative – DishOne – Topeka, KS

- Conducted on-site product presentation to highlight features, answer customer questions and redirect concerns toward positive aspects.
- Resolved issues efficiently to maintain title of team member with highest customer retention.
- Implemented sales strategies to provide \$4,900 of recurring monthly revenue to Dish Network.

04/2015 to 11/2015

Office Assistant – The Church of Jesus Christ of Latter– Day Saints – Lyon, France

- Maintained utility, repair, and renting agreements for 200 properties.
- Worked with upper management to complete complex projects within specific timelines.
- Performed wide-ranging administrative functions including iPad management, ordering supplies, answering phones, updating databases, greeting visitors, and travel arrangements.
- Improved time-in-office efficiency by 15% by implementing new procedures and systems.

OTHER EXPERIENCE

Ongoing

Talent Administration – Mercedes– Benz, Acura, Encircle

- Chauffeurs journalists, film makers, and executives during press events.
- Serves as personal assistant to talent at yearly Encircle Summit performances.

2017– 2019

Business Management – Second Life Hybrid

- Developed company from idea to startup through market research, obtaining award money, studying NiMh batteries, and filing for LLC.

SKILLS

- (Inter.) Adobe Photoshop
- (Inter.) Microsoft Excel
- Commercial printer operation
- Project management
- (Beg.) R software
- Business writing

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Professional Summary

Highly motivated, positive attitude leader who enjoys working hard and critical thinking. I am a charismatic team player with marketing experience and education majority with SEO involvement. Honest, reliable, and a quick learner with excellent multi-taking skills.

Education

Utah Valley University- Marketing Degree – Expected Graduation August 2021

- Cumulative GPA: 3.5, Core GPA: 3.7
- Dean's List 2019 – Present

Professional Experience

Streiff Marketing May 2019-Present — Content Specialist

- Manage clients (such as Arena, Schutt, MTN OPS, etc.) Amazon store pages, products and sales rank on Amazon.com to raise on average sales rank for customer experience by 50 rank position in their category.
- Search Engine Optimized products for clients with keyword research marketing for title, bullet points, and product description. Uploaded images and videos for client's vendor and seller account for Amazon sales.
- Proactively raised overall client growth of sales on Amazon by 100% increase year over year.

Goldenwest Credit Union August 2018-May 2019 – Member Engagement Specialist.

- Processed over 40 loans for the credit union raising the branch average loan amount.
- Highest sales numbers with introducing new members products and services on their account raising more revenue for the branch
- Teller transactions for accounts including: deposits, wires, withdrawals, and automatic payments with 100% execution completion at the credit union

Mountain America Federal Credit Union November 2015- April 2017 – Teller.

- Oversee accounts and entrusted with members accounts by managing deposits, withdrawals, wires, and bonds.
- Advertising coordinator for the branch to teach members and my 10 coworkers to oversee and manage advertising campaigns on new promotions and deals

Skills

Creative Problem Solver
Quick Learner

Web Development (Adv.)
Google Analytics Certified

Content Copyright – SEO
(Beg.)

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Summary of Qualifications

Experienced supervisor who seeks a career in management. Over two years' experience using EVO, Datatrax, and SAP customer relationship management systems. Due to my previous experience with both software and leadership I know I will help my teams grow and succeed on an individual and group level.

Education

Bachelor of Science, Business Management
Utah Valley University, Orem UT

Anticipated, Spring 2021

Experience

Canada Member Services Team Lead, *doTERRA International*

March 2019 - Present

- Supervises a team of 10 plus agents through goal setting and coaching to provide the best customer service possible resulting in an .3 increase in the average call monitoring score.
- Provides help desk and conflict resolution services to the largest single company convention in Utah, totaling over 13,000 participants which successfully ended in no major conflict or injury.
- Testes and improved new CRM software by finding issues and missing features resulting in over 90 bugs and issues fixed by the team.

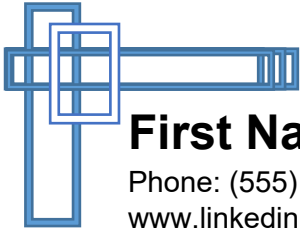
Member Services Representative, *doTERRA International*

October 2017 – March 2019

- Answered inbound contacts and solved problems using given knowledge resources along side CRM resources such as EVO, SAP, and Datatrax.
- Responsibly used time to develop as an employee by making monthly goals and working with supervisors to achieve them. This resulted in a .5 increase in average call monitoring score.
- Worked with many other call center agents to provide genuine and professional feedback intermittently over a period of 8 months as a senior agent on the floor.

Skills/Achievements

- Proficient in coaching individuals and teams
- Skilled in Microsoft Office products, specifically Word and Excel
- Responsible and punctual
- Strong time management skills
- Adept in EVO and Datatrax CRM
- Strong knowledge and use of SAP



First Name Last Name

Phone: (555) 555-5555 | E-Mail: name@gmail.com
www.linkedin.com/in/

Analytical workforce manager providing accurate staffing analysis
for call centers to decrease cost of labor

Relevant Skills:

- Avaya Oceana
- Verint
- Salesforce
- Data analytics
- Agile project management
- Interdepartmental Communication

Education:

Utah Valley University **Orem, Utah**
Bachelor of Science, Business Management **May of 2022**
• Information Systems, Organizational Behavior, Managerial Accounting

Society of Workforce Planning Professionals

Certified Workforce Planning Professional **June 2021**

Experience:

doTERRA **Pleasant Grove, Utah**
Australia/South America Market Analyst **January 2019-September 2020**
• Scheduled agents in call center to answer 80% of contacts received under 60 seconds.
• Strategized and managed 120 employee schedules.
• Propose hiring recommendations for all and Australia and South America markets.
• Forecasted call volume with 15% error.

doTERRA **Pleasant Grove, Utah**
Manager of Workforce Management **September 2020-Present**
• Monitor and maintain service levels for over 150 queues in phones, chats, SMS, and emails.
• Manage a team of 13 to monitor and publish over 1300 employee schedules to accommodate the forecasted workload.
• Redeveloped report to show overview of service level and reduced the amount of time to produce the report by 20 minutes.
• Recommended different hours of operation for Australia market to save \$75,000 a year in under utilized staff.

Name Name

Phone
555.555.5555

LinkedIn
<https://www.linkedin.com/in/>

Email
name@gmail.com

Creative graphic designer focused on helping e-commerce brands differentiate through logo design.

Skills

| | |
|-------------------|---------------------------------|
| Adobe Illustrator | <div style="width: 80%;"></div> |
| Adobe Photoshop | <div style="width: 70%;"></div> |
| Adobe InDesign | <div style="width: 85%;"></div> |
| Typography | <div style="width: 80%;"></div> |
| Packaging Design | <div style="width: 60%;"></div> |
| Detail Oriented | <div style="width: 95%;"></div> |

Additional Skills

Self-Motivated
Creative Thinker
Collaborative Team Player
Willing to Receive and Implement Feedback
Calm Under Pressure

Portfolio: name.design

Visit my portfolio website for more details on recent projects I have been working on.

Education

Bachelor of Science, Digital Marketing Fall 2021
Utah Valley University

Work Experience

Achieve Today

May 2018 - Present
**Internet Business Consultant;
Graphic and Web Designer**

- Utilized experience with the Adobe Creative Suite to create logos and website graphics for over 500 clients
- Successfully managed concurrent design projects, meeting deadlines and staying within brand guidelines, leading to a 98% client satisfaction rate
- Developed design systems and processes to streamline creative process and improve lead time by 50%
- Customized more than 50 e-commerce websites on the Shopify platform that have generated over \$25,000 in sales to date

Tip Top Retail, LLC

July 2019 - Present
Founder and Owner

- Created the logo, packaging, website, and Amazon listing for brand GrillerPro, which currently has a 4.5 star rating on Amazon.com
- Designed and launched multiple e-commerce brands, resulting in over \$20,000 in sales