

Steven Sample

Lynchburg, VA 22000 · 434-555-2000 · ssample@liberty.edu · www.linkedin.com/in/stevensample

PROFESSIONAL SKILLS PROFILE:

- Commended for addressing customer concerns and complaints in a timely manner
- Supervised team, collaborating to meet projected staff goals under guidance of manager
- Managed brand development project to increase customer loyalty by 75%
- Planned, created, and evaluated promotional and publicity strategies
- Designed new employee training program that dramatically increased productivity by 50%

EDUCATION:

BS in Business Administration, Liberty University, Lynchburg, VA Anticipated May 2016

- Specialization: **Marketing**
- Minor: **Graphic Design**
- Honors: Alpha Lambda Delta Honor Society, Dean's List
- GPA in Major: 3.75
- Organizations: Student Marketing Association and American Institute of Graphic Arts
- Computer Skills: Microsoft Office Suite 2013, Adobe Illustrator, Photoshop

RELEVANT EXPERIENCE:

Marketing Intern, NEC Corporation of America, Irving, TX May 2015 – August 2015

- Generated a digital loyalty program which produced a repeat customer base of >35%
- Assembled sales materials, dealer kits, and collateral in preparation of marketing presentations
- Channeled marketing campaigns and assisted with components of product and buyer messaging
- Supported the NEC Product Marketing team with various initiatives including writing internal and external communications, product, web content, and social media for customer growth and allegiance
- Created and implemented a program to assimilate new employees to company standards for development of staff efficiency and > 20% growth in productivity

ADDITIONAL EXPERIENCE:

Shift Supervisor/Server/Host, Applebee's, Lynchburg, VA August 2015 – Present

- Promoted from Host/Server to Shift Supervisor after 6 months
- Select and train staff, promoting team-building and motivational skills
- Provide leadership and management as shift supervisor for 15 staff and >150 guests per shift

Sales Associate, Target, Lynchburg, VA June 2013 – April 2015

- Computed sales and total purchases while balancing register receipts
- Maintained records of sales and promotions, connecting customers to merchandising needs

COMMUNITY SERVICE:

Accumulated more than 100 hours of volunteer experience for various community projects:

Chamber Host and Ambassador Team, Lynchburg, VA August 2014 – Present

- Developed new communication strategies to assist with a 20% growth of new businesses
- Serve as a representative for the Chamber staff at community activities and events

Volunteer, Food Pantry of Downtown Ministries, Lynchburg, VA August 2013 – August 2014

- Recruit and organize volunteers to cook, set-up, and serve two weekly meals for the homeless