

# MICHAEL JORDAN

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## Skills and Qualifications

- Six years of customer service and sales experience while working with diverse populations including students, staff, clients and customers
- Design and post promotional ads on social media for companies and sporting events; Instagram, Facebook, LinkedIn and Pinterest
- Strong leadership skills demonstrated through collaboration with coworkers, management and customers
- Excellent written and communication skills while working with potential clients, customers and coworkers
- Proficient in Microsoft Office Suite, Canva and experienced in Salesforce

## Education

**Northern Arizona University, W.A. Franke College of Business**

**Flagstaff, AZ**

Dual Major: Management and Marketing (BSBA)

**May 2023**

- 3.54 GPA

## Employment

**NAU, W.A. Franke College of Business - Career Development Office**

**Flagstaff, AZ**

*Office Supervisor*

**August 2021- Present**

- Collaborates with the Program Director to plan, organize, and lead all details of the College of Business bi-annual Career Fair with 90 companies and over 400 students in attendance
- Adapted operations to plan, execute, and lead The W.A. Franke College of Business's first hybrid career fair season
- Manages and fosters a collaborative and inclusive work environment for a group of seven student workers
- Responsible for designing and posting social media ads to 11,000+ followers by marketing Career Development Office services, jobs/internships and networking events
- Coordinates weekly newsletter for the students of the W.A. Franke College of Business with 5,000+ recipients and internal monthly newsletter for faculty and staff with 100+ recipients

**Nackard Pepsi**

**Flagstaff, AZ**

*Marketing Intern*

**May 2022 - Present**

- Oversees the creation and implementation of several channels of marketing materials including print and digital
- Manages point-of-sale printing, production, and installation of marketing material for various clientele
- Coordinates and executes community wide events to bring awareness to the PepsiCo brand
- Responsible for designing and posting social media ads to 2,000+ followers

**NAU Athletics**

**Flagstaff, AZ**

*Sports Marketing and Fan Engagement Intern*

**August 2020- August 2022**

- Collaborated with a team of peers to create and post content on various social media platforms to promote marketing campaigns for sporting events
- Assisted coworkers to complete tasks during fast paced events by coordinating game time activities, queuing athletes and fans, and maintaining game schedule
- Write emails received by 25,000+ students and app notifications received by 10,000+ students

**Fired Pie**

**Glendale, AZ**

*Shift Supervisor*

**Oct. 2018- Aug. 2021**

- Managed shifts of 10+ employees and enforced high standards for personal performance by providing direction, support and reinforcement needed to deliver an excellent dining experience
- Trained new staff on customer service, food prep and cleanliness standards in accordance with food safety and company protocol
- Strong conflict and resolution skill used when dealing with customer complaints

## Extra Curriculars

**Delta Sigma Pi, Zeta Omega Chapter**

**September 2019- Present**

- Coordinated a DEI (Diversity, Equity and Inclusion) educational presentation for Zeta Omega brotherhood and the W.A. Franke College of Business
- Inform the chapter about all opportunities for individual and chapter fraternal recognition, including educating members about scholarship and academic development opportunities
- Plan events to build stronger bonds within our brotherhood and to promote a strong work-life balance through engaging and fun events for 40-50 peoples

**Cora Higgins**  
(928)523-5555  
CHiggins@gmail.com

**Skills**

**Building Collaborative Relationships;** Develops, maintains and strengthens partnerships both within an organization and for a diverse customer population

**Managing Change;** Demonstrates support for innovation; initiating, sponsoring and implementing while enhancing others' commitment

**Curiosity;** a lifelong learner and investigator of new ideas and methods

**Persuasive Communication;** Can plan and deliver oral and written communication that makes an impact

**Strategic Thinking;** Ability to analyze competitive positions by considering market and industry trends, existing and potential customers, and strengths and areas of vulnerability

**Technical Acumen;** CRM, POS , Slack, Mila Note, Microsoft Suite, Social Media Savvy

**Education**

Northern Arizona University

W.A. Franke College of Business

Bachelor of Science in Business Administration

Northern Arizona University Dean's Academic Scholarship

Flagstaff, Arizona

Marketing Major

Expected Grad Dec 2022

Covered 35% of college expenses

**Related Course Work**

**MKT 334 (Consumer Behavior)**

Developed repositioning strategies to differentiate existing brands at a values level to provide greater competitive insulation and created personas using secondary qualitative data and ethnographic field research

**MKT 348 (Integrated Marketing Communication Strategy)**

Developed creative briefs for multiple brands under competitive conditions and set business goals and established brand objectives and messaging strategy, then built a creative campaign across video, social, and digital channels

**Experience:**

**Hostess, Expo, and Server for TC's Pub and Grub**

**September 2020-Present**

- Manage customer and restaurant flow to maximize the client experience
- Responsible for closing, opening and bank deposits

**Customer Service Representative for 24-7 Intouch**

**May 2020-July 2020**

- Efficiently managed customers billing questions
- Resolved challenges quickly while upholding the company brand and building return customers

**Front Desk Agent for The Embassy Suites**

**September 2019-February 2020**

- Smoothly and efficiently managed check in and check out; continually communicating with all departments for special guest requests
- Managed the hotel's internal retail store; inventory, shelf design and sales
- Handled all reservations and cancellations

**Convention Associate 4Heros**

**2014-2019 -Summers**

**Coach and Sales Associate for Athletes in Training**

**August 2018-August 2019**

**Sales Consultant for Victoria Secret**

**October 2017- October 2019**

**Student Worker for Gilbert Public Schools**

**May 2017- July 2017**

**Tropical Smoothie Team Member**

**August 2016-October 2016**