

Seymour Success

Jackson, MS | (601) 555-5555 | seymour@gmail.com | www.linkedin.com/seymour.success

WORK EXPERIENCE

Event Marketing Manager, University Special, LLC Oxford, MS **January 2014**

- Developed and implemented event marketing campaign for The University Special coupon books
- Hired and trained a team of 6 students for on campus promotion, building brand awareness and generating new mobile application downloads/users
- Successfully grew the mobile application user base by 18% in the (city) market
- Awarded for the most mobile app downloads at the University of Mississippi after distribution
- Analyzed results of operation to discover more efficient ways of promoting the product
- Reported directly to the National Distribution Manager and submitted daily written reports

Account Executive, University Special, LLC Oxford, MS **May 2013- August 2013**

- Marketed advertisement space in student targeted coupon books, online, digital, and mobile media
- Ranked #297 out of 600 Account Executives nationwide in 2013
- Sold \$19,495 in total revenue during Summer 2013, including individually selling \$11,417
- Initiated and solidified new & existing client relationships with 17 local business owners
- Participated in sales meetings, provided written reports, and attended company wide conference calls
- Managed portfolio of clients, set up meetings, signed contracts, provided customer service, handled accounts receivables, and met production deadlines

Sales Associate, Hibbett Sports Oxford, MS **August 2012- May 2013**

- Handled cash sales along with end of the day financial reports
- Acknowledged, greeted and assisted customers in the store
- Served customers, discovered their needs, and made recommendations to generate sales
- Organized and cleaned store during downtime
- Redesigned display window according to season

CAMPUS ACTIVITIES

- Mr. Ole Miss
- Iota Sigma Alpha Fraternity
- Student Activity Association
- Students for Green Campus

LEADERSHIP EXPERIENCE

- Fraternity President
- Ole Miss Ambassador
- Ole Miss Athletic Ambassador
- Orientation leader
- Golden Key President
- Freshmen Council Mentor
- Big Event Leader (Community Service)
- Leadership Award, Interfraternity Council

EDUCATION

Bachelor of Business Administration in Marketing

University, MS

The University of Mississippi

GPA: 3.75 **Graduation:** May 2016

Honors: Phi Kappa Phi, National Society of Collegiate Scholars, Gamma Beta Phi, Golden Key Honor Society, President's Volunteer Service Award (Community service recognition)