
Experience

Telecommunications Agent Partner – SOVA, Inc.

05/2018 – 01/2020

Trained in the Verizon Partner Program as an independent contractor.

- Improved existing strategies to increase sales of Verizon telecommunications products and services to small and mid-size businesses.
- Researched technology trends and other telecommunications market data; implemented a strategy establishing an extended network of digital software developers and software programming professionals to provide customizable client services.
- Educated prospects on the benefits of integrating high-speed internet tools to support clients' digital marketing and data management needs.

Sales Director - Carlos Reid Gallery Online, Atlanta, GA

04/2019 – 03/2020

Responsible for sales, marketing, and business development for an online art gallery

- Monitored and evaluated online metrics to develop recommendations to increase web traffic and target art buyers.
- Created and executed integrated marketing campaigns across digital channels: web, email, and social media.
- Supported the lead generation and content creation process; identified new opportunities to market artists and business partners' events.
- Assisted in developing our database of potential influencers and business partners.
- Participated in strategy sessions to generate new ideas.

Account Manager – New York Tribeca Group, Getty Advance, United Merchants Association

07/2018 – 04/2019

Managed small and mid-sized business financing and cash advances.

- Utilized knowledge of general banking and commercial lending procedures and practices, accounting, and math to generate new financing customers.
- Met or exceeded performance measurements, completing 1,000 daily outbound calls, verifying, and soliciting new business prospects through a combination of phone, electronic, and in-person engagement, and generating five to seven new applicants.
- Created business documents such as applications and marketing using Microsoft Office tools and Adobe digital software.

Telecommunications Sales Agent – Face to Face Marketing, New York, NY

10/2017 – 02/2018

Managed business accounts for telecommunications re-seller.

- Provided basic support of Verizon, Spectrum, and Vonage data and voice services to small and medium-sized business customers and responded to account services and upgrades.
- Assisted management in planning business strategies, increasing customer engagement by 25%.
- Booked installations of new lines/circuits/bundles/services.

Marketing Representative – Limited Super Cars and Yachts

06/2008 – 12/2010

Managed all aspects of corporate engagement in North America for a boutique luxury brand, automotive, and yacht reseller.

- Increased corporate visibility by 50% by initiating calls to automotive dealers, auctions, Concourse D'Elegance, and other automotive-related service providers.
- Created innovative social media and email promotional campaigns, digital marketing presentations, and videos targeting buyer demographic that increased audience awareness by 100%.
- Established relationships with C-suite management at automotive sports management companies and helped increase their profitability and customer engagement.

Owner, Floor Technician, Sales Director – Zebra Tile, Myrtle Beach, South Carolina

01/2000 – 01/2006

I owned and operated a flooring and sub-contractor construction business.

- Managed all aspects of commercial flooring subcontract business, including marketing, scheduling, and client acquisition through email and telemarketing.
- Partnered with top-tier subcontractors to maintain quality standards and to facilitate completion of enlarged square footage projects.
- Expanded new clients by 50% in the second year.

Volunteer and Leadership

- Student Partners Lending Universal Support (PLUS) CUNY Borough Manhattan Community College
- The National Society of Leadership and Success
- Phi Theta Kappa Honor Society
- Saint Bartholomew Church, New York, NY Liturgical Reading, and Altar Guild

Computer Skills

Proficiencies: Microsoft Office, Excel, PowerPoint, G-Suite, Adobe, Canva, HTML

Education

Columbia University, School of General Studies - Bachelor of Arts

2021 - 2022

Cumulative GPA of 2.8

City University of New York Baruch College – Bachelor of Arts in Economics

2020 - 2021

City University of New York, Borough of Manhattan Community College

2018 – 2020

Associate of Science, Economics with a concentration in Digital Marketing

Cumulative GPA of 3.7