

Daryle Jackson

Skills

As a multifaceted professional, my core strengths lie in data analysis and strategic customer relationship management, with a proven track record in enhancing client engagement and satisfaction. My leadership abilities are a key aspect of my career, demonstrated in successfully managing and motivating diverse teams to achieve top performance.

I excel in designing and conducting effective training programs, highlighting my commitment to skill development and team empowerment. These experiences, coupled with my expertise in various operational aspects, underscore my capability to drive growth and efficiency in dynamic environments.

- **Data Analysis and Visualization:** Proficient in interpreting complex datasets and transforming them into clear, actionable visualizations with tools such as Excel and Sheets.
- **Strategic Planning:** Experienced in developing and executing content strategies, aligning with business goals and publication schedules.
- **Product Research and Development:** Competent in conducting product research and creating detailed, persuasive product listings for online retail.
- **Leadership and Team Management:** Proven ability to lead projects, manage diverse teams, and drive successful outcomes.
- **Communication Skills:** Strong ability in conveying complex information clearly and persuasively to a variety of audiences.

Relevant Work Experience

2017 - PRESENT

Self-Employed, Georgetown, Texas – *Data & Content Consultant*

- Authored SEO articles, reviewed and refined others' works, crafted outlines, and managed content publication to optimize online presence for numerous clients.
- Translated complex datasets into clear, compelling visualizations to uncover business insights and aid in decision-making.
- Strategically planned and implemented SEO content strategies, ensuring a steady flow of high-quality publications.
- Designed and produced engaging marketing videos, significantly boosting audience interaction and brand awareness.
- Collaborated with stakeholders to develop effective website copy, ensuring alignment with brand voice and goals.
- Drafted detailed UX specifications to streamline application development processes.
- Conducted thorough research on new products and crafted detailed product listings for online retail companies, enhancing online sales potential.

2017 - 2022

Apple Inc., Austin, Texas – B2B Sales

- Exceeded sales goals quarter over quarter with a yearly average close rate of 38% and an average year-end sales total of over \$1 million.
- Assisted with executive-level customer service escalations to ensure customer satisfaction.
- Performed in-depth consultations with business customers to determine their business needs.
- Maintained customer relationships post-purchase to ensure full utilization of hardware and software.
- Helped with the creation and implementation of internally-created proprietary CRM, Multi-Level IVR, and Automatic Call Distribution software.
- Created and administered numerous department-wide training sessions to educate teams on new processes and software.

2015 - 2017

Gold's Gym, Waco, Texas – Sales & Operations Manager

- Networked with multiple local businesses to negotiate cross-promotional advertising, which resulted in a 13% increase in sales quarter over quarter
- Coordinated and performed community outreach through volunteer events such as charity runs to increase brand awareness and drive lead generation
- Hired and trained new employees for sales and customer service roles.
- Exceeded sales metrics by implementing various sales contests to encourage employee buy-in with departmental goals.

2014 - 2015

General Dynamics Information Technology, Waco, Texas – Supervisor

- Managed a team of 27 high-performing support agents.
- Achieved record-breaking team metrics site-wide for three consecutive months through effective coaching.
- Used Excel to develop an automated timesheet calculator using CSR call tracking data, resulting in a 70% reduction in time spent on manual data entry.
- Assisted in the training of 90 customer service representatives to respond to increased call traffic.

Education

Baylor University, Waco, Texas – Business Administration