

Alexia Salisbury



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Marketing Projects

- Developed a website through WordPress using my own photography and photo editing skills through Snapseed and Adobe Lightroom
- Created monthly and bi-monthly newsletters that were distributed to group members through email

Objective

Hard-working individual with a record of achievements in customer service and strategic process improvements. Looking to join a company to assist in generating innovative ideas to improve and help push them forward.

Education

B.S.B.A. in Marketing

THE UNIVERSITY of NORTH CAROLINA at CHARLOTTE, Charlotte

May 2017

Operations and Supply Chain Management Minor

American Studies Minor

B.S.B.A. in Innovation Leadership and Entrepreneurship

WESTERN CAROLINA UNIVERSITY, Online Distance Program

Expected December 2022

Work Experience

BUSINESS DEVELOPMENT REPRESENTATIVE

HENDRICK AUTOMOTIVE GROUP, Charlotte, NC

August 2017-Present

- Reach out to customers via phone, email, or text that are in a data pull who inquired on a vehicle thru our dealerships and sell them hope on why they should visit and purchase with us.
- Assist customers in the buying process by identifying and helping them overcome their fears or concerns of purchasing a vehicle.
- Set minimum of 80 appointments a month and maintain a 50% show rate as well as have a 50% sold rate for customers that have showed

SHIFT LEADER

JERSEY MIKE'S SUBS, Concord, NC

August 2012–July 2017

- Conducted face-to-face interaction with customers while making quality subs in a timely manner.
- Managed other team members in keeping the store clean and prepared for the next shift.
- Trained new employees on the details and responsibilities of the job

MARKETING INTERN

CHARLOTTE MOTOR SPEEDWAY CAMPING, Concord, NC

January 2015-May 2015

- Partnered other employees in getting ready for the race and concert events by ensuring grounds were cleaned, event signs were posted, and gathering materials for the upcoming event.
- Completed a guidelines and locational book for customers so they can find different stores, restaurant, or places to visit around the area.
- Helped other employees in completing the daily tasks of showing customers where campsites were located, gathering office supplies, picking up mail, and exchanging money with the finance department.