

Chris Smith: **ENHANCED RESUME**

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St. Louis, MO

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EDUCATION

State University, Saint Louis, MO

December 2019

Bachelor of Science in Marketing

- Major/Minor: Marketing/ Design
- GPA: 3.3/4.0 Cumulative

EXPERIENCE

ABC Company, St. Louis, MO

June 2017 – Present

Marketing Intern

Responsible for providing marketing support for Director of Sales and Marketing

- Collaborated in developing ideas for new marketing strategies to generate brand awareness
- Sent out customer appreciation packages to reinforce brand loyalty
- Showcase products and interact with customers and followers to support social media engagement

State University Athletic Department Saint Louis, MO

November 2015 – December 2019

Marketing Department Intern

Responsible for providing marketing support to Director of Athletics Marketing

- Organized yard signs for football sponsors' designated social areas to fulfill sponsorship agreement
- Assisted with video board special effects and sponsor recognition during soccer games
- Coordinated promotional items for cheerleaders use during games to generate excitement

Fashion Brand Retail St. Louis, MO

March 2016 – Present

Sales Associate

Responsible for providing customer service to support product selection and sales.

- Follow the brand's "G.O.L.D. Standard" for customer service which includes: Greet the customer; Open conversation; Lead the sale; Deepen brand loyalty
- Gained floor awareness skills through mindful monitoring of the product displays, floor area and barcode tags to support store security
- Provided support to store managers when counting the cash drawer to verify accuracy of nightly deposit amounts

Chain Restaurant, St. Louis, MO

June 2013 – December 2015

"To Go" Waiter (2014-2015) and Host (2013)

Responsible for accepting phone and live "to go" orders, providing curb-side service, and greeting and seating guests.

- Delivered excellent service to customers via the phone and in the restaurant to support a positive experience
- Exhibited a depth of menu knowledge to answer questions related to specific dietary needs, preferences, allergies etc.
- Filled the role of "expo" in the kitchen to expedite the orders by table number priority to improve the speed of service

LEADERSHIP

- Joined Alpha Alpha Alpha Greek social organization in 2015 (250 members)
 - Elected Spirit Chairman:
 - Responsible for planning events within the chapter. Demonstrated excellent project management and event planning skills with experience in scheduling, venue selection and communications to ensure participation and enjoyment