





ALEXANDER WILSON

Entry-Level Sales

CONTACT

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EDUCATION

Bachelor of Science
Business Administration,
Marketing
University of Arizona Eller
College of Management
2020 - current
Tucson, AZ

SKILLS

Microsoft Dynamics 365
SendGrid
Canva
LinkedIn Sales Insights

CAREER OBJECTIVE

Energetic and result-driven BBA junior aiming to use my track record of crafting effective marketing strategies at The Lost Barrio. With proven proficiency in analytical tools and eager to bring actionable and fresh insights that foster innovative solutions to drive sales and brand success for the store.

PROJECTS

Prestige Spirits

Team Lead

2022

- Planned and executed a content marketing plan from scratch that increased organic search rankings by 16.2%.
- Leveraged Microsoft Dynamics 365 automation for lead scoring, reducing human error by 41% and allowing the team to focus on high-priority tasks.
- Created a customer feedback loop using SendGrid surveys, improving the average customer satisfaction rate and decreasing monthly support ticket volume by 8.2%.
- Contacted 443+ potential B2B clients using Hunter.io, achieving a 26% response rate and converting 67% of respondents into warm leads.
- Designed intuitive project reports and dashboards with Canva and Excel, presenting real-time project progress and key performance metrics to the company's executives.

StyleScape

Testing Team

2021

- Monitored competitors' prices during seasonal months and adjusted pricing strategies, increasing price competitiveness by 9.4% and sales by 37.6%.
- Worked on load testing initiatives, optimizing the platform's ability to handle 42% more active visitors during peak shopping hours.
- Used LinkedIn Sales Insights to find and communicate with trending fashion influencers, leading to a 22.7% increase in referrals.
- Incorporated personalized product recommendations to live customers on checkout based on their purchase history, boosting cross-selling by 14%.
- Actively practiced detailed regression testing and checked customer experience metrics on InsightSquared analytics, helping reduce the average time taken to identify and resolve critical bugs by 19%.