

Rachael Herbst
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OBJECTIVE Seeking a position in sales where I can contribute my skills to guide a team towards improving companies' sales profits and customer reach.

EDUCATION UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK
Bachelor of Science in Business Administration, May 2018
Marketing Concentration
3.05/4.0 GPA

EXPERIENCE **West Herr Honda**, Lockport, NY
Sales Assistant, 12/2016-Present

- Advocate for customers needs and create a clear communication path between customer and manager to design a payment and financing plan
- Helped increase sales consultant's yearly sales by 32%
- Implemented spreadsheet to organize customer data to increase efficiency when doing courtesy follow up calls, thank you/ birthday cards, and service updates
- Insure all paperwork is correct and that the customer knows what every documents' meaning is

Lot Attendant, 09/2016-08/2017
Detailer, 05/2016-09/2016

Complete Payroll, Amherst, NY
Marketing Intern, 06/2017/08/2017

- Identify new markets to create leads for sales consultants
- Use Canva to create posters, social media posts, and blog post images/charts
- Create E-Books and blog posts to create more traffic and engagement on company website
- Operate companies Instagram page with 270 followers and approximately 2 posts per week

COMPUTER SKILLS Basic computer skills, Microsoft Office (Word, Excel, PowerPoint, Access), Canva, HubSpot, Dealer Track, Adobe Creative Cloud

PROJECTS **Marketing Plan:** work with a team to create a new product and build a marketing plan where I was responsible for the executive summary, strategic focus and plan, and the marketing program

Research: Find weaknesses within a company's structure and come up with multiple solutions to fix them