

Kyle Shirley

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SUMMARY

Adaptable and tech-savvy marketing graduate looking to make an impact in the digital marketing landscape. Eager to contribute my analytical skills, creative thinking, and strong work ethic to an entry-level position. Proven ability to learn new technologies and adapt to changing marketing trends. Passionate about using digital marketing to connect with target audiences and drive business growth.

EDUCATION

Northern Illinois University

Bachelor of Arts in Marketing

Cumulative GPA: 3.8; *Magna Cum Laude*

Relevant Coursework: Digital Marketing Principles, Web Analytics, Content Marketing, Database Marketing, Market Research, Interactive Marketing, Integrated Marketing Communications

Dekalb, IL

December 2023

College of DuPage

Associate of Applied Science in Application and Technical Support

Glen Ellyn, IL

December 2020

EXPERIENCE

Clothes by Mail, Plainfield, IL

December 2019 - Present

E-Commerce

- Achieved over 4,000 total sales with a 99% positive feedback rate across multiple platforms
- Optimized titles, descriptions, and item specifics to improve search engine rankings and drive organic traffic
- Monitored PPC campaigns, making data-driven adjustments to optimize ad targeting and bidding strategies
- Managed marketing promotions including seasonal and aged-inventory mark-down sales and coupons

IKEA, Bolingbrook, IL

October 2022 – September 2023

Customer Service II

- Liaised with management to implement sales strategies and marketing promotions to drive revenue
- Provided exceptional service through strong product knowledge and active communication with customers
- Cultivated a positive customer experience by ensuring accuracy and maintaining transaction records
- Leveraged multi-tasking and interpersonal skills to manage high volume customer inquiries

Story Point Senior Living, Naperville, IL

July 2021 – October 2022

Receptionist

- Collaborated with the marketing team to provide an exceptional experience to residents and touring guests
- Demonstrated the ability to understand customer needs, address concerns, and find effective solutions
- Completed creative and administrative projects for the executive director and life enrichment team
- Led training sessions to effectively communicate procedures and expectations to new employees

Spring-Green, Plainfield, IL

March 2021 – May 2021

Seasonal Sales and Customer Service Representative

- Surpassed established sales goals and objectives, achieving a consistent inbound sales rate of 75%
- Leveraged customer insights and product knowledge to capitalize on upselling opportunities
- Navigated customer objections by communicating effectively under pressure and building rapport
- Guided, trained, and supervised new team members to provide exceptional services and drive sales