

Avery Elliott

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SUMMARY

Early career marketing candidate with hands on experience in supervised sales simulations, outbound prospecting, customer needs discovery, persuasive presentations, objection handling, and structured closing exercises. Built practical familiarity with **digital marketing solutions** including business listings, reviews, photos, posts, websites, and virtual tours. Repeated phone based role play strengthened quick thinking, positive communication, resilience, and disciplined follow through in fast paced sales settings. Used CRM style pipeline tracking to organize prospects, call outcomes, follow up actions, and coaching notes. Academic work developed a clear connection between **customer needs** and local **advertising solutions** for small businesses. Comfortable learning a proven **sales process**, applying feedback from peers and instructors, and building trust through focused conversations that support customer acquisition.

EDUCATION

Bachelor's Degree in Business Administration, Marketing

2027

Aurora University GPA: 3.8

Aurora, IL

Coursework: Digital marketing, sales management, business communication, consumer behavior

TECHNICAL SKILLS

- **Sales Methods:** Consultative selling, Needs discovery, Structured closing
- **Outbound Sales:** Cold calling, Phone prospecting, Call blocks
- **Customer Engagement:** Rapport building, Customer education, Relationship management
- **Objection Handling:** Concern discovery, Response practice, Closing language
- **Digital Advertising:** Local listings, Reviews, Sponsored posts
- **Marketing Content:** Business photos, Websites, Virtual tours
- **Pipeline Management:** CRM tracking, Contact status, Follow up dates
- **Presentation Tools:** Solution presentations, Sales simulations, Role play
- **Communication Training:** Peer coaching, Instructor feedback, Recorded call review
- **Business Development:** Small business outreach, Prospect qualification, Customer acquisition

SKILLS

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|------------------------|----------------------------|-------------------------|----------------------------|
| • Outbound calling | • Consultative selling | • Objection handling | • Small business marketing |
| • Business development | • Prospecting | • Closing | • Digital advertising |
| • Digital marketing | • Needs discovery | • Relationship building | • Resilience |
| • Phone sales | • Persuasive presentations | • Pipeline tracking | |

EXPERIENCE

Digital Marketing Business Development Sales Project

January 2026 - Present

Capstone Project

Aurora, IL

Managed a supervised sales simulation supporting local small business outreach, digital advertising education, **needs discovery**, **objection handling**, and closing practice. Organized a simulated prospect pipeline, delivered phone based presentations, recorded outcomes, and used faculty and peer coaching to improve performance across recurring call labs.

- Managed 85 simulated accounts with researched openings for scheduled outbound call practice.
- Connected **digital advertising** options with customer acquisition goals during recurring **phone sales** role plays.
- Presented listings, **reviews**, photos, posts, websites, and virtual tour concepts for varied owner needs.
- Logged call outcomes, follow up actions, and **coaching** notes in a CRM style pipeline tracker.
- Reviewed recorded conversations with peers and improved discovery questions during later call blocks.
- Delivered a final presentation showing qualification, solution education, rapport, and a clear close.

Outbound Sales and Customer Communication Project

September 2025 - December 2025

Course Project

Aurora, IL

Completed supervised coursework focused on outbound **prospecting**, consultative communication, digital advertising concepts, pipeline organization, and closing practice. Built structured outreach plans, responded to simulated customer concerns, applied coaching, and presented lessons from a high activity sales environment.

- Segmented 60 simulated accounts by customer type and set outreach priorities for weekly exercises.
- Handled timed questions about pricing, hesitation, competing priorities, and advertising value with calm responses.

- Matched visibility and customer growth needs with relevant **digital advertising** concepts in graded role plays.
- Tracked contact status, conversation notes, follow up actions, and next call dates in a simple pipeline.
- Applied instructor feedback to improve openings, transitions, objection responses, and **closing** language.
- Presented project lessons on preparation, resilience, **relationship building**, and consistent sales **follow through**.

PROJECTS

Local Advertising Prospecting Lab 📅 2026

Created a supervised prospecting exercise that connected small business research with phone outreach planning. Classmates shared feedback on opening statements, customer questions, and solution explanations, helping shape clearer conversations around local visibility and customer acquisition.

Digital Marketing Solution Presentation 📅 2025

Built a team presentation covering listings, reviews, photos, posts, websites, and virtual tours. Group discussion helped refine ways to explain advertising concepts in plain language and connect solutions with different owner priorities.

LEADERSHIP & AWARDS

- Dean's List, Aurora University, 2025 to 2026
- Business Communication Case Competition Finalist, 2026
- Peer Role Play Facilitator, Student Sales Practice Group, 2026 to Present

CERTIFICATIONS

- Sales Training: Building Your Sales Career, Coursera 📅 2026
- Digital Marketing Foundations, University Continuing Education 📅 2025

PROFESSIONAL AFFILIATIONS

- Member, Campus Marketing Association, 2025 to Present
- Participant, Student Sales Practice Group, 2026 to Present

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST