



Avery Elliott

Digital Marketing Business Development Representative

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STRENGTHS

- 🗨️ **Consultative discovery**
During call labs, asked focused questions before presenting options, helping simulated owners feel heard and guiding clearer solution matches.
- ♥️ **Resilient follow through**
Repeated difficult role plays without losing energy. Coaching turned missed responses into stronger next calls and steadier execution.
- 🗣️ **Persuasive presentations**
Explained local advertising concepts in plain language during final presentations, earning useful feedback from faculty and peers.
- 📅 **Pipeline discipline**
Kept prospect status, notes, next steps, and call dates current. That simple habit made repeated outreach easier to manage.
- 👥 **Coachable communication**
Recorded practice calls and welcomed direct feedback. Each review sharpened openings, objection responses, and closing language.

SKILLS

Outbound calling

Business development

Digital marketing Phone sales

Consultative selling Prospecting

Needs discovery

Persuasive presentations

Objection handling Closing

Relationship building

Pipeline tracking

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

Aurora University 🎓 GPA: 3.8 📅 2027 📍 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

EXPERIENCE

Digital Marketing Business Development Sales Project

Capstone Project 📅 January 2026 - Present 📍 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

Course Project 📅 September 2025 - December 2025 📍 Aurora, IL

Small business marketing

Digital advertising Resilience

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Digital Marketing Business Development Sales Project at Capstone Project (8 Months)

● Outbound Sales and Customer Communication Project at Course Project (3 Months)

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

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST