



Nicholas Rojas

Entry Level Marketing Campaign Specialist

☎ (630) 555-6814 ✉ nicholas.rojas@example.com

🌐 linkedin.com/example/nicholasrojas 📍 Aurora, IL 60506

STRENGTHS

- ♥ **Customer empathy**
Listened for stated needs during service practice, then adjusted recommendations so conversations felt useful rather than scripted.
- 💬 **Clear communication**
Explained features, pricing, and benefits in plain language, helping classmates and visitors make informed choices.
- 🎓 **Coachable execution**
Applied weekly feedback to revise talking points, and teammates noticed stronger preparation during later practice sessions.
- 👥 **Team contribution**
Shared recurring questions and peer observations during reviews, helping groups prepare consistent responses for customer conversations.
- 👤 **Professional service**
Stayed courteous during busy counter shifts and role plays, earning positive feedback for dependable follow through.

SKILLS

Customer engagement

Lead generation

Customer acquisition

Sales support

Customer conversion

Brand representation

Product recommendations

Customer service

Relationship building

Interpersonal communication

SUMMARY

Early career marketing and customer engagement candidate with a **high school diploma** and supervised experience in retail marketing simulation, campus promotion, and student service. Practiced **face to face customer engagement**, needs discovery, personalized recommendations, product feature and pricing explanations, brand representation, lead generation, customer acquisition, and conversion focused conversations. Built confidence through repeated role play, feedback reviews, and fast paced service work. Maintained accurate interaction records, adapted messages around stated customer needs, and supported consistent team performance. Recognized for dependable preparation, coachability, professional conduct, and accountable follow through. Ready for structured training, hands on learning, and steady growth in **promotional marketing**, sales support, **relationship building**, customer service, and emerging leadership.

EDUCATION

High School Diploma

West Aurora High School 🎓 GPA: 4.0 📅 2025 📍 Aurora, IL

***Coursework:** Communication, marketing, business fundamentals, customer service*

TECHNICAL SKILLS

- **Customer Engagement:** Face to face conversations, needs discovery, personalized recommendations
- **Sales Communication:** Product features, pricing explanations, benefit presentation
- **Lead Generation:** Lead capture, interaction tracking, prospect conversations
- **Customer Conversion:** Conversion conversations, objection review, purchase support
- **Brand Representation:** Professional conduct, brand messaging, client product presentation
- **Promotional Marketing:** Audience grouping, outreach planning, campaign messaging
- **Retail Service:** Customer greetings, service standards, busy counter support
- **Relationship Building:** Active listening, customer rapport, visitor support
- **Performance Tracking:** Shared trackers, interaction outcomes, weekly review notes
- **Training Methods:** Role play, structured questions, instructor feedback
- **Team Collaboration:** Peer feedback, group reviews, shared talking points
- **Communication Tools:** Shared tracker, reference materials, presentation materials

EXPERIENCE

Retail Marketing Campaign Specialist Simulation

University Project 📅 January 2026 - May 2026 📍 Aurora, IL

Completed supervised retail campaign simulation supporting consumer product representation, customer conversations, needs discovery, recommendations, **lead generation**, conversion practice, and weekly team feedback.

- Practiced customer greetings and needs discovery during supervised consumer product role play sessions.
- Matched **product features**, pricing, and **benefits** with simulated customer priorities using structured questions.
- Recorded practice leads and conversion outcomes in a shared tracker for instructor review.
- Rotated through brand representative scenarios requiring accurate information, service, and composure during busy periods.
- Refined talking points after reviewing recurring objections with project teammates and faculty.
- Presented campaign results, **customer acquisition** methods, and service standards during final faculty demonstration.

Promotional marketing

Retail environments Teamwork

Performance feedback

Emerging leadership

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Retail Marketing Campaign Specialist Simulation at University Project (4 Months)

● Promotional Marketing Team Member at Campus Project (3 Months)

● Part Time Customer Service Associate at Student Service Program (7 Months)

Promotional Marketing Team Member

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

Supported supervised campus promotion case study through audience planning, face to face outreach, consistent messaging, lead tracking, peer feedback, and final presentation.

- Defined audience groups, conversation starters, event benefits, and lead capture steps for outreach planning.
- Conducted supervised face to face outreach while answering student questions with confident professional **communication**.
- Created concise talking points covering event features, participation details, and customer value.
- Logged practice leads and categorized common questions for clearer future responses.
- Gave peers feedback on listening, product explanations, and **relationship building** using instructor criteria.
- Presented outreach results and improvement ideas during final class review with project teammates.

Part Time Customer Service Associate

Student Service Program 📅 January 2025 - August 2025 📍 Aurora, IL

Supported a supervised campus service counter, handling visitor requests, approved information, records, referrals, and service improvements during scheduled student shifts.

- Greeted visitors, clarified requests, and directed each person toward an appropriate campus resource.
- Explained service options and basic fees using approved information before completing requests.
- Managed multiple in person requests during busy periods while maintaining organized service records.
- Used active listening to recommend relevant options during personalized visitor service conversations.
- Shared recurring visitor questions during staff meetings, supporting clearer reference materials for future shifts.
- Earned positive supervisor feedback for punctuality, coachability, presentation, and consistent feedback application.

PROJECTS

Retail Customer Conversion Practice 📅 May 2026

A supervised campaign simulation connected customer needs with product benefits, giving practice in recommendations, lead generation, professional brand representation, and conversion conversations.

Campus Promotional Outreach Plan 📅 December 2025

A student promotion case study turned audience research into clear talking points and lead capture steps, with peer feedback shaping more useful customer conversations.

LEADERSHIP & AWARDS

- Student Service Excellence Recognition, 2025
- Community Leadership Scholarship, 2025
- Academic Honor Roll, 2024 to 2025

CERTIFICATIONS

- Coursera Customer Service Fundamentals Certificate 📅 2026
- University Continuing Education Certificate in Principles of Marketing and Sales 📅 2026

PROFESSIONAL AFFILIATIONS

- Campus Event Volunteer Team, Outreach Coordinator, 2025 to 2026
- Peer Welcome Program, Student Volunteer, 2025
- Community Food Drive, Volunteer Team Member, 2024 to 2025

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST