

Stella Beck

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SUMMARY

Early career marketing student with supervised retail sales practice, campus service experience, and research focused on consumer technology decisions. Builds trust through active listening, clear product demonstrations, needs discovery, accurate transaction handling, and dependable follow through. Practiced recommending devices, services, and personalized communication solutions within simulated sales conversations, including feature comparisons, objection handling, **online order fulfillment**, **outbound calls**, and **customer follow up**. Uses CRM fundamentals, POS simulations, sales goal tracking, and coaching feedback to improve each interaction. Campus service work developed calm issue resolution, accurate record handling, privacy awareness, and flexibility during busy periods. Coursework and hands on practice support confident learning of evolving products, promotions, and sales methods. Prepared to contribute thoughtful **customer service** and consistent sales execution in an on site retail setting.

EDUCATION

Bachelor's Degree in Marketing
University of Illinois Chicago GPA: 0
Coursework: Consumer Behavior, Retail Sales, Marketing Communications, Market Research

2027
Chicago, IL

TECHNICAL SKILLS

- Sales Methods:** Consultative selling, needs discovery, objection handling
- Customer Service:** Active listening, issue resolution, service follow up
- Retail Transactions:** POS simulations, purchase processing, order verification
- Order Fulfillment:** Online order pickup, fulfillment checks, customer information
- Outbound Sales:** Call scripts, prospect outreach, follow up documentation
- Consumer Technology:** Device features, service options, product comparisons
- Sales Analysis:** Sales goals, conversion activity, customer preferences
- CRM Fundamentals:** Contact records, call outcomes, customer follow up
- Communication Tools:** Product explanations, presentations, conversation maps
- Training Methods:** Role play, coaching feedback, product learning
- Retail Operations:** Store service, queue communication, transaction accuracy
- Research Methods:** Surveys, structured interviews, observation notes

SKILLS

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|--------------------------|----------------------------|-----------------------|------------------|
| • Consultative Sales | • Retail Sales | • Sales Goals | • Adaptability |
| • Customer Service | • POS Simulations | • Consumer Technology | • Customer Focus |
| • Product Demonstrations | • Online Order Fulfillment | • CRM Fundamentals | • Sales Training |
| • Needs Discovery | • Outbound Calling | • Communication | |

EXPERIENCE

Student Retail Sales Consultant, Retail Sales Practicum
Academic Retail Sales Practicum
Supported supervised retail sales simulations focused on consultative conversations, **consumer technology** recommendations, **product demonstrations**, transaction accuracy, outbound customer contact, and coached improvement against sales goals.

- Identified customer needs through consultative conversations and recommended simulated device and service bundles.
- Compared product features, pricing, and **service options** during guided customer role play sessions.
- Processed simulated purchases and online order pickups in a training **POS** environment accurately.
- Created outbound call scripts for existing and prospective customer scenarios, then documented follow up.
- Tracked weekly **sales goals** and conversion activity, using **coaching** feedback to refine recommendations.
- Presented a customer experience case linking product knowledge, listening, and follow through with retention.

January 2026 - September 2026
Chicago, IL

Customer Experience Researcher, University Project
University Project

September 2025 - December 2025
Chicago, IL

Researched consumer technology purchasing decisions through surveys, interviews, observation, and dataset analysis, translating findings into practical recommendations for customer conversations and store service.

- Studied **consumer technology** decisions through surveys, observation notes, and structured interview questions.
- Analyzed 120 responses to identify priorities involving price, features, reliability, and support expectations.
- Created customer personas and conversation maps connecting stated needs with relevant product categories.
- Tested product explanations with classmates and recorded wording that improved customer comprehension.
- Prepared recommendations covering store experience, queue communication, **online order pickup**, and **customer follow up**.
- Presented findings on ethical selling, customer needs, and measurement limits to course peers.

Part Time Student Service Associate, Campus Service Center

August 2024 - August 2025

Campus Service Center

Chicago, IL

Delivered front counter service for students and visitors, handling routine requests, accurate records, basic transactions, privacy sensitive information, policy updates, and supervisor escalations.

- Answered student and visitor questions at a busy campus service counter each shift.
- Used active listening to clarify needs, explain options, and confirm next steps clearly.
- Maintained accurate service records and protected personal information during request intake and transactions.
- Adapted to policy and system updates through training materials and supervisor coaching.
- Balanced scheduled shifts, coursework, and weekend events with dependable attendance and flexible availability.
- Resolved routine concerns calmly and documented exceptions for smoother supervisor handoffs.

PROJECTS

Consumer Technology Customer Experience Study 📅 2025

Analyzed 120 survey responses, observation notes, and interviews to connect consumer priorities with clearer product explanations, ethical selling practices, online order pickup communication, and practical customer follow up.

Retail Sales Simulation and POS Practice 📅 2026

Built simulated device recommendations, product demonstrations, POS transactions, outbound call scripts, and sales goal tracking exercises, then used instructor feedback to improve discovery questions and service consistency.

LEADERSHIP & AWARDS

- Dean's List, 2025
- Customer Experience Case Competition Finalist, 2026
- Final case presentation recognized for clear customer focused recommendations, 2026

CERTIFICATIONS

- HubSpot Academy Inbound Sales Certification 📅 2026
- Coursera Customer Service Fundamentals 📅 2025

PROFESSIONAL AFFILIATIONS

- Peer Mentor, Campus Welcome Team, 2025 to 2026
- Member, Student Marketing Association, 2025 to 2026

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST