

# ELIZABETH WONG

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ACCOUNT MANAGEMENT | SALES | BUSINESS DEVELOPMENT

## DRIVES DOUBLE-DIGIT GROWTH IN COMPETITIVE MARKETS

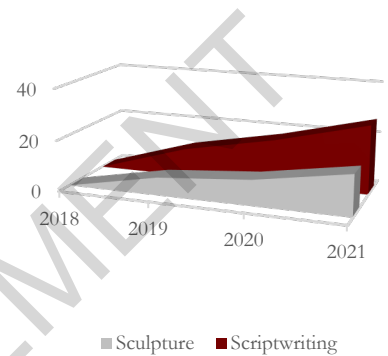
### EXECUTIVE SUMMARY

A professional with a history of building deep and meaningful customer relationships, delivering engaging marketing presentations, overcoming objections, negotiating favorable solutions, and planning marketing/community events. Develops and leads training/educational presentations while promoting organizational products/services, showcasing value, and maximizing client trust and confidence.

### KEY STRENGTHS

New Program Launches | Negotiates Solutions | Prospecting  
Lead Generation | Client Development | Networking | Reporting  
Overcomes Objections | Competitive Positioning | Solution Selling  
Engaging Public Speaker | Marketing (*Print/Digital*) | Client Retention

CLUB MEMBERSHIP GROWTH THROUGH MARKETING



## CAREER HISTORY

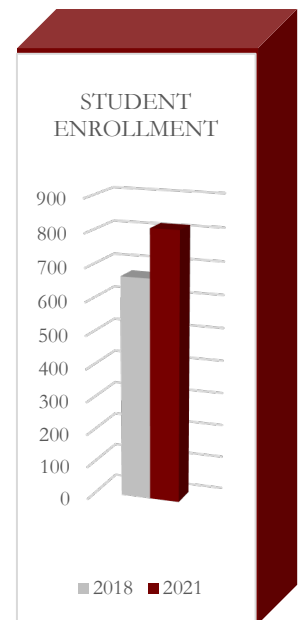
### AURORA COLLEGE PREPARATORY HIGH SCHOOL: St Louis, MO

#### MARKETING COORDINATOR AND EDUCATOR

Initiated, fostered, and maintained longstanding partnerships with professionals, including c-suite executives, across a myriad of industries (*manufacturing, logistics, consumer services, finance, technology, healthcare, printing, and publishing*) while concurrently delivering world-class education to students.

- **Empowered the Organization to Increase Student Enrollment by 21.9%**, from 668 students to 814 students (2018 – 2021), drive top-line revenue growth, and expand market share in the highly competitive private education sector through various marketing and sales strategies.
  - ❖ **Delivered Value Propositions/Marketing Presentations** to communicate the school's benefits and advantages against area competitors while echoing the unique key influencers of each prospect/target and overcoming objections.
  - ❖ **Planned Open Houses and Community Marketing Events** to generate awareness of the school, promote its mission/values, and identify new prospects.
  - ❖ **Created and Disseminated Communication Materials** (*email, web-based/digital, and print*) to showcase activities, achievements, and learning successes to targeted audiences.
- **Launched Two New After-School Programs**, including the Scriptwriting Club and Sculpture Club. Developed email marketing campaigns, flyers, and posters to rally enrollment into each club, presented club benefits at assemblies and parent meetings, and generated student referrals.
  - ❖ **Scriptwriting Club Student Numbers:** 0 (2018), 11 (2019), 18 (2020), 27 (2021).
  - ❖ **Sculpture Club Student Numbers:** 0 (2018), 7 (2019), 10 (2020), 16 (2021).
- **Overcame Objections and Resistance to New Educational Concepts/Processes** from students/guardians by actively listening to and validating their concerns, showcasing advantages in line with their goals, and negotiating solutions.
- **Facilitated Engaging Lectures/Speeches** to present educational concepts to audiences of diverse learning styles while retaining their interest.
- **Documented, Tracked, and Assessed Results** in electronic systems in line with the standards set forth by the institution.
- **Mitigated Student Defection Rates** to competitor institutions while increasing guardians' confidence levels in their child's education by consistently showcasing professional integrity and remaining flexible/available to answer questions and resolve issues.

2018 – 2021



## EDUCATION

**BACHELOR OF SCIENCE (BS): Elementary Education and Teaching**  
**SAINT LOUIS UNIVERSITY:** St. Louis, MO

Technical Skills: MS Office (*Word, Excel, Outlook, and PowerPoint*), Adobe, and Google Suite