

Allison Spivey

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OBJECTIVE: Associate Marketing Specialist position with SanDisk Corporation

EDUCATION

California Polytechnic State University, San Luis Obispo

Bachelor of Science in **Business Administration**, June 2012

Concentration: **Marketing Management** Minor: **Social Psychology**

GPA: **3.4**

The American Institute for Foreign Study, London, England

Business Administration, Summer Program 2011

SALES AND MARKETING EXPERIENCE

Chevrolet Marketing Internship Program

San Luis Obispo, CA

1/12-3/12

Marketing Intern

- In a team of 9, designed and implemented large scale special event to promote the new Chevrolet Cobalt
- Acted as head of the Print and Publishing Department for implementation of Tsunami Relief Concert
- Responsible for developing and editing all printed reports and PowerPoint presentations
- Assisted Public Relations Department with media kits and local press releases
- Assisted Advertising Department with development and distribution of event fliers, posters, and banners

Cal Poly

San Luis Obispo, CA

9/08-6/12

Sales and Marketing Projects

- Sales courses including sales ride-a-longs, sales role plays/simulations, sales video analysis
- Analyzed and critiqued industrial technology sales process for local business (The Spice Hunter)
- Created and presented marketing campaign for product needing new target market
- Analyzed primary and secondary data to isolate and solve specific business challenges

PROFESSIONAL SALES EXPERIENCE

Nordstrom's

Corte Madera, CA

6/10-9/10

Sales Associate

- Assisted customers and promoted strong customer relations in the Men's Sportswear Department
- Responsible for meeting daily sales quota set by department manager
- Maintained up-to-date product knowledge
- Conducted electronic department inventory
- Ranked as a top salesperson in the department and storewide
- Returned regularly for seasonal work during school breaks

Goodnite Moon Children's Boutique

Corte Madera, CA

6/06-09/08

Sales Associate

- Daily assisted customers in designing and purchasing children's furniture and accessories
- Implemented new filing system for purchase orders, inventory, and open accounts
- Met with company representatives to place merchandise orders
- Designed weekly window displays and trained new employees

LEADERSHIP/INVOLVEMENT

California Collegiate Sales Competition

- Selected to participate in sales simulation competition against top Cal Poly sales and marketing students
- Top evaluation score based on product knowledge, sales technique, handling of buyer's objections, use of visual aids, and overall professionalism
- Awarded one of two spots for the statewide competition in Sacramento, CA in April 2012

COMPUTER APPLICATIONS

- MS Word, MS Excel, MS Access, PowerPoint