**Peyton Elliott**

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**AREAS OF EXPERTISE**

|  |  |
| --- | --- |
| * Business Communication/Management Skills | * CRM Software |
| * Customer Relations | * Sales Strategy & Processes |
| * Performance Management | * Team Leadership |

**EDUCATION**

* University of Houston, CT Bauer College of Business, Houston, TX
* **Bachelor of Business Administration in Marketing and Management, May 2018**

**Program for Excellence in Selling:** The nation’s largest sales program, 180 hours of live sales training

**“UH in Four”** Graduation Plan & Emerging Leaders Academic Success Program

* **Dean’s List; Fall 2015, Fall 2016, Spring 2017**
* **Cumulative G.P.A.: 3.572**

**EXPERIENCE**

**Digital Marketing Intern** May 2017-August 2017

Direct Energy

* Provided data and analytics on Direct Energy brands
* Created social media marketing calendars for Direct Energy brand CPL
* Managed CPL website and ran A/B tests to increase website traffic & improve user experience

**Management/Marketing Intern** December 2016-May 2017

Plunkett Research, Ltd.

* Maintained customer relations for 12,000 customers by utilizing Microsoft tools
* Specialized marketing initiatives to bring in new customers

**Manager**                    January 2015-Present Schiel and Towne Lake Concessions, The Backyard Grill

* Managed two individual concession stands during peak business hours
* Managed the hiring and drafting of weekly schedules for 15 employees
* Facilitated weekly inventory management for up to $3000 in consumer goods

**Marketing and Sales Manager**               January 2014-May 2015

Farmers Insurance

* Communicated with over 50 potential customers regarding insurance quotes and personal surveys daily
* Responsible for updating and maintaining client base through effective sales strategies such as prospecting

**ACTIVITIES**

**Media Directorate**

Bauer Women Society             August 2015-Present

* Broadened the BWS scope of influence to 100+ members through marketing our organization
* Participated in the Media Directorate bringing in 50+ new members through social media

**Fundraising Board**                                 August 2016-Present

American Marketing Association

* Organized events and promoted our organization through bake sales to generate profit

American Marketing Association International Collegiate Competition

* Competed against over 1,700 AMA students from around the world in two different competitions
* Finalist for the Perfect Pitch Competition out of over 300 participants
* Placed as a top 25 chapter with 370 chapters worldwide

**Student Leader for University of Houston Day at the Capitol**

* Lead a group of 5 people at/to the Texas State Capitol
* Facilitated conversations with State Senators & Representatives