

# Jessie Black

## Work Experience

### Freelance Marketing Consultant

Maryville, TN 02/2020 - Current

- Developed marketing strategies for small businesses.
- Audit digital presence to suggest enhancements that drive revenue.
- Web-design, social media, content creation, and analytics as necessary for each unique client.

### Quinn Appliance - Sales Specialist

Alcoa, TN 02/2018 - 02/2020

- Established B2B and B2C relationships with contractors, builders, and customers through individual lead generation.
- Increased team revenue totals by bringing in over \$500,000/year in appliance sales; increasing team total by 25%.

### Promat, Inc. - Inside Sales Manager

Maryville, TN 11/2012 - 11/2017

- Managed top 100 key accounts; company assets of 80% of business or \$5,000,000 in annual sales.
- Managed a team of customer service representatives and outside sales representatives.
- Team member for implementing and developing Salesforce (CRM) and Rootstock (ERP)

### Jameson Inn - General Manager

Knoxville, TN ; Louisville, KY 08/2010 - 07/2011

- Organized budgets, oversaw P&Ls, and achieved margin targets consistently to stay on track with growth plans.
- Delivered business strategy to improve operational quality and team efficiency

## Military Experience

### United States Army - Communications Interceptor Analyst

Fort Gordon, GA

- Work alongside foreign nationals in an intercept capability environment to provide Near Real Time (NRT) data for the overall product.
- Supply national institutes with web pages composed of intercepting, diagnostics, proficiency, and telecommunication perception.

jessie\_black@yahoo.com

(865) 336-6598

Maryville, TN 37801

## Skills

- Proficient program use: Adobe Suite, Final Cut Pro, Office Suite, Social Media paid campaigns, Google Analytics, Salesforce (CRM), Hubspot (CRM)
- Market Strategy Planning through Analytics and Research
- Business Development for Operations Management and Relationship Building
- Customer Service, and Retention to include B2B and B2C
- Soft Skills: Time Management, Networking, Teamwork, Creative Thinking, Conflict Resolution
- Additional skills: Web design (Wordpress and Weebly), UX, Augmented Reality, Virtual Reality, Metaverse, Photography, Graphic Design

## Education

### Southern New Hampshire University

Hooksett, NH

**Bachelor of Science:** Business Marketing

Graduated summa cum laude

### Bainbridge State College

Bainbridge, GA

**Associate of Applied Science:** Marketing

Management and Research