

Renz Axalan

Marketing Professional

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Objective

Dynamic aspiring marketing professional with over 8 years of diverse work experience from excelling in management, efficient admin responsibilities, and communications. Extensive experience in graphic design, goal setting and project coordination. I am looking to join a marketing team where I can use my skills in leadership, creativity, adaptability and analytical reasoning to contribute to driving revenue, increasing brand awareness and improve marketing efforts.

Education

Metropolitan State University of Denver | AACSB Accredited

Bachelor of Science – Marketing | Certificate in Digital Marketing

2023-2026

- President's Honor Roll
- Beta Gamma Sigma National Honor Society
- Community Engaged Learning working with real businesses on marketing plans (Integrated, digital, email marketing)
- Presented and created marketing plans to real businesses for consideration

Experience

Enterprise Mobility

Accounting Coordinator

August 2022 – Present

- Coordinated 100+ accounts payable and receivable transactions monthly using excel and PeopleSoft
- Prepared daily reports and maintained schedules for 15 client accounts

EchoPark Automotive

Lead Accounting Specialist

August 2020- August 2022

- Coordinated 100+ accounts payable and receivable transactions monthly.
- Led a team of 4 in accounts receivable and payables for all 3 Colorado branches.

2nd & Charles | Books-a-million

Assistant & Interim General Manager

May 2015 – August 2020

- Managed daily operations for a team of +20 employees and ensuring quality customer service.
- Coordinated multiple merchandising projects for seasonal store resets and promotional events.
- Exceeded record revenue goals by 10%-15% for 2019 holiday season.
- Consistently met or surpassed daily, weekly and quarterly KPIs, including sales targets and customer satisfaction scores.
- Hired and trained +15 new employees, streamlining onboarding processes.
- Managed weekly schedules and processed payroll for +20 employees.
- Managed social media marketing (Instagram & Facebook) increasing engagement, followers, and impressions.
- Managed, coordinated and promoted community events (author signings, fundraisers, etc.).
- Designed various fliers for in-store promotions or events using Photoshop.
- Project lead for new store opening, coordinating operations and employee training.

Key Achievements

- Acting manager 2019-2020 East BOCO Best Bookstore Award
- Hubspot Content Marketing Certification
 - Focus on creating engaging marketing content to increase ROI and engagement
- Stukent Simternship Certification
 - Digital Marketing Fundamentals
 - Focus on SEO optimization
 - Content Marketing
 - Focus on blog post, video, and audio content creation

Skills

- Wix
- Canva
- Research
- Procreate
- Presenting
- Adaptability
- Copy writing
- Management
- Graphic design
- Problem solving
- Critical Thinking
- Communication
- Content creation
- Interpersonal skills
- Time-management
- Project coordination
- Social Media Marketing
- Microsoft suite (Excel, Word, Power Point, & outlook)