

Renz Axalan

Marketing Professional

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Objective

Marketing graduate with hands-on experience executing brand activations, community events, and in-store experiences. Proven ability to coordinate cross-functional teams, manage vendor partnerships, and balance brand guidelines with local creativity—resulting in measurable revenue growth. Seeking to bring detail-oriented project coordination and on-the-ground execution skills to support Crocs' brand experience initiatives.

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:** Developed comprehensive integrated marketing plans (digital, email, social media) for 3+ local businesses, presenting strategic recommendations to executive stakeholders
- **Client Marketing Consultant:** Created data-driven marketing strategies that aligned brand storytelling with client core values
- **College of Business Ambassador:** Represented the marketing program to prospective students and community partners, promoting program initiatives and fostering industry relationships

Experience

2nd & Charles | Books-a-million

Assistant & Interim General Manager

May 2015 – August 2020

- **Brand & Content Strategy:** Managed social media channels (Instagram, Facebook) from content creation to scheduling, growing community engagement through original skits, user-generated content, and creative promotional graphics
- **Marketing Campaign Development:** Designed 20+ promotional campaigns and ad copy for in-store announcements, driving customer excitement and contributing to 8–10% revenue growth in 2019
- **Brand Management:** Balanced corporate brand guidelines with local market creativity, executing seasonal merchandising resets and promotional events that maintained brand consistency while highlighting store's unique identity
- **Customer Insights & Analytics:** Monitored and analyzed store performance metrics to identify opportunities, implementing data-driven strategies that improved KPIs and revenue by 8–10% year-over-year
- **Event & Activation Coordination:** Planned and executed 15+ community brand activations (game nights, author signings, donation drives) in partnership with local organizations, managing vendor relationships, timelines, and on-site logistics to strengthen brand presence and customer loyalty while overseeing daily operations for 20+ employees

Enterprise Mobility

Accounting Coordinator

August 2022 – Present

- Coordinate 100+ accounts payable/receivable transactions monthly using Excel and PeopleSoft
- Prepare daily reports and maintain schedules for 15 client accounts, ensuring accuracy and timely delivery
- Support cross-functional coordination between regional offices, demonstrating ability to manage multiple stakeholders, track deliverables, and maintain organized project documentation

EchoPark Automotive

Lead Accounting Specialist

August 2020– August 2022

- Coordinated 100+ accounts payable/receivable transactions monthly across 3 Colorado branches
- Led team of 4 specialists in financial operations, ensuring compliance and efficiency
- Managed budgets and tracked expenses across multiple locations—skills applicable to activation budget management

Key Achievements & Certifications

- **HubSpot Content Marketing Certification:** Training in creating engaging marketing content to increase ROI and audience engagement
- **Stukent Simternship – Digital Marketing Fundamentals:** Hands-on experience with SEO optimization and digital campaign strategy
- **Stukent Content Marketing Certification:** Proficiency in multi-format content creation including blog posts, video, and audio content
- **Teamwork Online Sport Sales Workshop:** Professional selling strategies and customer engagement in sports industry
- **Acting Manager (2019–2020):** Led team to win East BOCO Best Bookstore Award through operational excellence and customer experience innovation

Skills

- **Marketing & Design:**
 - Graphic Design
 - Canva
 - Procreate
 - Wix
 - Copywriting
 - Content Creation
 - Social Media Marketing
- **Analysis & Strategy:**
 - Market Research
 - Qualtrics Survey Design
 - Data Analysis
 - Critical Thinking
 - Problem Solving
- **Communication & Leadership:**
 - Presenting
 - Interpersonal Skills
 - Project Coordination
 - Time Management
 - Vendor Management
 - Adaptability
 - Detail-Oriented
 - Event-Coordination
- **Technical:**
 - Microsoft Suite (Excel, Word, PowerPoint, Outlook)

References

Sally Baalbaki–Yassine, Ph.D.

Department Chair & Marketing Professor | MSU Denver

- Phone: 303-615-0517
- Email: baalbaki@msudenver.edu

Laurel Kaufmann

Managing Retail Operations | US Virgin Islands Hotel & Tourism

- Phone: 912-571-1956
- Email: Kaufmann.laurel@gmail.com

Volunteer Work

- **Denver Alliance Street Health Response**
 - Collaborated with team to distribute hygiene and health products to underserved communities, demonstrating commitment to social impact initiatives