



AVERY DESANA

BUSINESS PROFESSIONAL

RELATED EXPERIENCE

CONTACT

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ON THE RECORD

Driven and results-oriented business professional with a passion for innovation and a relentless drive for success. Proven expertise in developing strategic business initiatives and leading high-performing teams to deliver exceptional outcomes. Adept at fostering collaboration and engaging teams to achieve shared objectives. Seeking an opportunity to join a forward-thinking company where I can grow both personally and professionally, leveraging my skills to contribute to organizational success while continuously enhancing my expertise.

OFF THE RECORD

- Fashion connoisseur
- Thrift flip fanatic
- Passion for world exploration
- Instagram enthusiast
- Adrenaline junkie
- Concert devotee
- In search of the best Italian food

EDUCATION

2020 - 2024 MICHIGAN STATE UNIVERSITY

ELI BROAD COLLEGE OF BUSINESS

- Bachelors of Marketing
- Major GPA: 3.75
- Dean's List: 2 Semesters

JUNE - JULY 2023 ANATOLIA COLLEGE

AMERICAN COLLEGE OF THESSALONIKI

- Education Abroad | Thessaloniki, Greece

Oceanwide Logistics USA JULY 2024 - PRESENT

Sales Executive

- Brought in \$53,563 within 6 months of starting my position and 31TEUs.
- Acquired and onboarded a client that is estimated to produce \$200,000 to \$350,000 of revenue annually.
- Built strong customer relationships by providing tailored logistics solutions, prospected and oversaw 200+ leads, closing 8 new business clients.
- Coordinated logistics, managed sales via CRM, and presented tailored services to drive new business.

Jackson National Life Insurance MARCH 2023 - JUNE 2024

Strategic Support Associate

- Fulfilled business needs by performing complex computer tasks relating to data processing and management
- Maintaining high productivity, engagement, and attention to detail in self-directed dynamic environment
- Developing a strong understanding of Jackson's annuity products

180 Promotions / West Side Beer Distributor SEP 2023 - JUNE 2024

Sales and Brand Ambassador

- Utilize effective interpersonal skills to make product recommendations fitting customers' needs
- Collaborated with 100+ customers at local events driving sales for Anhuser Bush and similar brands
- Curating business relationships with companies to sell products within their restaurants

Rivera Marketing and Media Group AUG 2022 - FEB 2023

Marketing / Social Media Intern

- Managed and oversaw social media content, developing strategies to enhance client online presence across various online platforms
- Perform research and creative ideation to fit our wide range of clients
- Utilized marketing platforms such as Canva to create graphics and uploaded posts using Hootsuite

Rickles Entertainment MAY 2021 - AUG 2021

Startup Business Team Member

- Managed relationships with key suppliers to strengthen collaborative relationships and maximize interactions
- Managed and enhanced social media accounts for Rickles-owned bars, promoting specials and engaging with customers to increase attendance and visibility

OTHER EXPERIENCE

Captain's Bar JAN 2021 - JULY 2024

Head Server / Bartender

- Top performing employee by generating highest number of net sales on average of \$1,000+
- Upsold daily specials and beverage promotions to exceed sales goals to maximize profits
- Display courteous and prompt customer service to guests in a Bar / Pub for approximately 500 patrons

ACTIVITIES

Alpha Phi Michigan State University, Member AUG 2020 - APRIL 2024

Women in Business, Member JAN 2023 - APRIL 2024