

ANDREW DESAUTELS

Profile

***Motivated self-starter** and **creative thinker with an entrepreneurial mindset**. Strong proficiencies in **analyzing market trends** and **consumer needs** to develop *highly-effective and targeted marketing campaigns*.

* **Skilled at leveraging the power of social media platforms** to increase *brand awareness* and boost *brand loyalty*. Adept at *creating highly-targeted web content* that drives inbound traffic.

Connect with Andrew Desautels on LinkedIn:

<http://www.linkedin.com/in/andrewdesautels>

Skills and Accomplishments

- Currently Participating in the NSAC National Student Advertising Competition
- Completed Overseas Study Program focused on the Modern British Service Economy
- Promoted to Pro Shop General Manager after 4 years of loyal employment.
- Conceptualized and launched social media platforms increasing Ironwood's targeted newsletter subscriber list by over 50 %
- Increased Ironwood's web traffic by 100 % improving and expanding web content
- Drafted a plan of action for Golf Course environmental sustainability, outlining greenhouse gas reduction targets and a project road map.
- Revamped Ironwood's web based marketing approach increasing the number of tee times booked through our website by over 60 %

Education

- **Marian University Indianapolis, IN:**
Pursuing Bachelor's of Science in Marketing

- Senior in the *Clark H. Byrum School of Business* at Marian University; **Majoring in Marketing, with a Concentration in Entrepreneurship.**

- Member of the **American Advertising Federation** and **Participant in the National College Student Advertising Competition:** Specialized coursework constructing a fully developed and designed marketing campaign and budgeting costs with a \$ 10 million budget.

** **Clark H Byrum School of Business Abroad Study: Focused on the Modern British Service Economy:**

- *Harlaxton College, Grantham England*

-Met with Andrew Marcus Head of communications at the Museum of London to delve into his team's strategy of strengthening the Museum's Brand Value and reputation as a top tourist destination in London.

- Worked with the town of Canterbury, England's marketing team to increase marketing efforts toward advertising the Magna Carta

Value Added Skills and Strengths

- Proficient in MS Excel, PowerPoint, and Word
- Strategic media placement
- Interactive marketing
- Media relations
- Special events planning
- MS Office
- Brand recognition optimization
- Multi-media marketing
- Direct marketing campaigns
- Excellent written and verbal communicator
- Customer-service
- Mobile advertising platforms
- Start-up background
- Market dynamics
- Market segmentation
- Digital advertising
- Presentations
- Cross-functional team leadership
- Direct mail campaigns
- Knowledge of market trends

Past Work Experience

HD Dotson Sales Indianapolis IN
Outside Sales
June 2013 - August 2013

- Answered customers' questions regarding products, prices and availability.
- Emphasized product features based on analysis of customers' needs.
- Acted as customer liaison between sales management and personal accounts.
- Responded to all customer inquiries

Work Experience

Ironwood Golf Course Fishers, Indiana: (5 years)
Pro Shop General Manger March 2009 - Current

- Manage the operations of a golf course with up to 250 guests per day
- Utilize extensive knowledge of products and services to assist customers in product selection to best fit their needs
- Generate updates for Ironwood's marketing database to enhance marketing strategies
- Identified key growth opportunities for the golf course through incorporating Golfnow.com
- Facilitate cash and credit card transactions totaling up to \$15,000 per day utilizing the golf shop's payment processing software
- Generated sales and inventory reports in Excel with data from a variety of sources, maintaining a 100% accuracy rate.
- Provide excellent customer service by processing transactions accurately and promptly.
- Resolve customer issues in a prompt manner and initiate a proactive approach to prevent future issues
- Earned management trust by serving as key holder, responsibly opening and closing store.
- Investigate and resolve member's conflicts and inquiries in a timely and empathetic manner.
- Build long-term customer relationships and advised customers on purchases and promotions.
- Improved communication efficiency as primary liaison between departments, clients and vendors.
- Recruited and hired 11 new staff each between May and July 2013