

## Dylan C. Hollister

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### EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

**Bachelor of Business Administration, Graduation: May 2015**

**Major: Marketing**

### AWARDS:

Blue Collar Award 2014

### ACTIVITIES:

Member, International Business Association 2013-2014

Marketing Committee 2013-2014

### EXPERIENCE:

NORTH STAR RESOURCE GROUP Philadelphia, PA

September 2014 –

#### **Client Relationship Coordinator**

- Averaged 400 cold calls per week on a 25 hour basis.
- Scheduled sales seminars for high end prospects.
- Led office in close rate in 2014.

THE AROUND CAMPUS GROUP Philadelphia, PA

May 2014-August 2014

#### **Outside Sales Representative**

- Developed strategic marketing campaigns within the Drexel and Penn Campus Planner for businesses in the Philadelphia area.
- Led sales team by selling \$18,560 of print and media advertising and hit 128% of personal goal.
- Regionally ranked 5 out of 53, team finished top 3 in region, hit 105% of wholesale goal, and closed 69 accounts totaling \$50,600.

VALLEY FORGE TOURISM AND CONVENTION BOARD King of Prussia, PA

February 2014-May 2014

#### **Marketing & Communications Intern**

- Designed, administered, and analyzed marketing and customer satisfaction surveys for Valley Forge National Historical Park events aimed at improving park experience and attendance.
- Utilized Google Analytics to measure traffic to various Park webpages.
- Coordinated with Park Media Specialist to execute a strategic social media marketing plan, which resulted in an Instagram following increase of over 300 people.

CAMPUS NIGHT OUT, LLC Philadelphia, PA

September 2013 – May 2014

#### **Brand Manager**

- Managed a team of 6 student interns who promoted concerts and events aimed at Philadelphia college and university students.
- Collaborated with the CEO and president to create a strategic plan identifying musical each month.

#### **Campus Ambassador**

March 2011- August 2013

- Promoted concerts and events through guerilla marketing and social media sites, using Twitter, Facebook, and Instagram to Philadelphia college and university students.
- Attended the events, dealt with artist relations, and managed door sales accurately handling between \$3500 and \$8500 at a time.

- Managed direct marketing of 20 events to LaSalle University, Temple University, Drexel University, and University of Pennsylvania students.

WEST SHORE COUNTRY CLUB, Camp Hill, PA

September 2009- May 2013

**Senior Golf Attendant**

- Provided assistance to the members of area's preeminent private country club.
- Trained 7 new employees on the policies and procedures of maintenance, customer service, and handling of equipment, maintained 70+ golf carts and team leader for 10 large golf events each year.

THE CADDY SHACK RESTAURANT & BAR, Mechanicsburg, PA

May 2011- May 2013

**Host, Food Runner, & Server**

- Collaborated with the head chef and staff providing customers with excellent restaurant experience. .
- Oversaw the organization of 72 tables in the dining room and outdoor patio including the set up and breakdown of tables for events and daily service.
- Served food and beverages to patrons with sales averaging \$1,000 night.

**SKILLS & LANGUAGES:**

- Spanish, Basic
- Microsoft Office including Word, Excel, PowerPoint, Publish