948 South Front Street

Philadelphia, PA 19147

(267) 475 – 0148

August 1, 2016

To Whom It May Concern,

Recently graduating as a Marketing Major of Temple University Fox School of Business, I enthusiastically apply for the Digital Marketing Position. My experience ensures a great fit for this position based on these skills: customer-service and people-oriented skills, marketing and sales abilities, organizational and project management skills as well as academic courses and certifications.

My 15 years of employment in the hospitality industry afforded to me the opportunity to hone customer-service and people-oriented skills. Customer-service training sessions prepared me to service and satisfy customers’ needs. Rib-its Restaurant enlisted me to train 30 employees and assist in the opening of the Washington D.C. franchise. As a Kitchen Planner, I evaluated customers for potential purchases and promoted a sense of comfort for clients. These people skills will boost client comfort during project development.

My 7 years in the kitchen/bath design field demonstrated marketing and sales skills. As a manufacturer’s representative, my job was to develop leads through phone calls, 5 trade shows and “brown bag” presentations. I performed follow-up procedures, promoting our kitchen design products to industry professionals, and facilitating the purchase of kitchens and baths. These presentation skills will facilitate client acquisition, retention and sales for your company.

As a kitchen/bath design specialist, I demonstrated organizational and project-management skills. I coordinated design, purchasing, ordering, delivery, installation, and troubleshooting. This position required that coordination of the projects with clients, architects, contractors, manufacturers, and installers of the various Kitchen/Bath components. These time management skills will ensure proper allocation of compensated time resources.

My work experience, acquired academic skills and relevant certifications will make me an excellent fit for the Marketing/Events position. I would appreciate the opportunity to meet with you. Thank-you and if you have any questions or need clarification of any details, contact me at (267) 475 - 0148 or michele.dakota@temple.edu

Sincerely,

Michele Dakota

**Michele Dakota**  *michele.dakota@temple.edu*

*948 South Front Street | Philadelphia | PA | 19147 | (267) 475 - 0148*

*E-portfolio Michele F. Dakota* [*http://community.mis.temple.edu/micheledakota/*](http://community.mis.temple.edu/micheledakota/)

LinkedIn: <https://www.linkedin.com/profile/view?id=330034808&trk=nav_responsive_tab_profile>

**EDUCATION:** TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

***Bachelor of Business Administration, Graduation: July 2015 Major: Marketing***

Dean’s List: Fall 2012, Spring 2012, Fall 2013

**VOLUNTEER:**

* Habitat for Humanity, 2012
* Lame’ Clown, Thanksgiving Day Parade, 1998,Volunteer, Shot Tower Reads Program, 1997
* Assistant, Community Action Guide for the Philadelphia Police, 1996

**EXPERIENCE:** RCH ARCHITECTS & ENGINEERS, Phila, PA. (215)271-7007June 2009 – Present

**Administrative Assistant**

* Expedite permits; Provide bookkeeping support; Assist in essential and office supply purchasing.
* Assist delinquent accts collections; Assist proposals residential, commercial, government projects.

WELLSFORD CABINETRY, Stowe, PA. (610) 326-5700 October 2008 – May 2009

**Administrative Assistant**

* Processed design layouts and pricing to facilitate production process; Performed clerical duties.

SOCIETY HILL KITCHENS & BATHS, Phila., PA. January 2006 – October 2008

**Kitchen/Bath Planner – Manufacture’s Representative** (215) 238-9414

* Designed, processed kitchen/bath, and cabinetry designs.
* Conducted weekly “brown bag” presentations at architectural/design firms.
* Developed database and made cold calls, weekly; Facilitated retail showroom sales.

1. Represented at the Philadelphia, Fort Washington and A.C Home Shows.

LOWES, Philadelphia, PA – (215)982-5391 August 2004 – November 2005

**Kitchen/Bath Planner**

1. Designed and sold kitchens/baths; Assisted in troubleshooting to rectify problems.
2. Attended seminars to remain current of industry trends and standards.

**SKILLS:** 15 years Hospitality Industry Experience, OIC Culinary Program Certificate,

* ***SOFTWARE APPLICATIONS:*** Microsoft Office 2013, Word, Access, Access: Queries in Depth, Excel, PowerPoint, SAP, 20/20 Design Program, SPSS
* ***WEBSITE DESIGN:*** Google Sites, Google Analytics, Google Analytics Tips, Google AdWords, WordPress, WordPress Workflow, HTML Essential Training, CSS Fundamentals, CSS Core Concepts, JavaScript Essential Training, Becoming a Web Developer: Full Stack vs Front End, Foundations of Programming: Fundamentals, User Experience Fundamentals for Web Design, Up and Running with Git and GitHub, Responsive Design Fundamentals, Bootstrap 3 Essential Training, Learn React.js: The Basics, Sass Essential Training, Become a Front-End Web Developer and GitHub, Responsive Design Fundamentals, Bootstrap 3 Essential Training, Learn React.js: The Basics, Sass Essential Training, Become a Front-End Web Developer, Adobe Edge Code and Brackets: First Look, HTML5: Structure, Syntax, and Semantics
* ***SOCIAL MEDIA MARKETING:*** Social Media Marketing, Top 10 Social Media Management Tools, Building an Integrated Online Marketing Plan, Social Media Marketing with Facebook and Twitter, Pinterest for Business, Instagram for Business
* ***DIGITAL MARKETING:*** Google Analytics, Google Analytics Tips, Google AdWords, Mobile Marketing Fundamentals, Digital Marketer, SEO Fundamentals, SEO Local Visibility, SEO Tools Fundamentals, SEO Link Building in Depth, Keyword Strategy in Depth, Video SEO Basics, International SEO Fundamentals, Become an SEO Expert, HTML Essential Training, CSS Fundamentals, CSS Core Concepts, Content Marketing, Online Marketing Fundamentals, Mobile Marketing Fundamentals, Lead Generation Fundamentals, Growth Hacking Fundamentals
* ***MULTIMEDIA:*** Temple University Mosaic Multimedia Competition - Winner