

Bailey Ballard

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EDUCATION

Kansas State University, Manhattan, KS

Expected Graduation: May 2025

Bachelor of Science in Business Administration

GPA: 3.4

Major: Professional Strategic Selling | Minor: Management | Certificate: Marketing Technology

Study Abroad Experience

Summer 2023

Orvieto, Italy

WORK EXPERIENCE

Textron Aviation, Wichita, KS

June 2024 – August 2024

Sales Operations Intern

- Hosted over 15 customer visits at headquarters; served as the point of contact for the external sales team when coordinating visits, factory tours, and aircraft of interest
- Learned the entirety of the product line (22 aircraft) and applied knowledge in conversation with customers
- Conducted four product presentations to sales leadership and product experts; presentations based on real-world scenarios to better understand customer needs and aircraft features
- Chosen as one of 12 interns from a pool of over 400 to present my summer project to the CEO and senior leadership team

Nails by Bailey, Manhattan, KS

March 2020 – Present

Nail Technician

- Founded at-home nail service; travel to client events performing dip powder and gel manicures
- Create online ads on Google and Instagram; increase awareness of the business by word of mouth
- Maintain a profit margin of approximately seven thousand a year while open part-time through college

State Park Marina, Hollister, MO

May 2022 – August 2023

Sales Operations Intern

- Responsible for preparing customers for boat rentals by providing a friendly customer service experience through contracts, safety protocols, and teaching operators about the vessels
- Provided sales advice and service assistance through inbound calls regarding pricing, packages, and policies

INVOLVEMENT

National Strategic Selling Institute, Kansas State University

Member, K-State Sales Team

May 2024 – Present

- Placed first out of 20 students at the Spring 2024 K-State Sales Team Tryouts
- Attend weekly practices; further develop sales skills related to qualifying customers, asking questions/ effective listening, and communicating customer value through presentations
- Participate in four role-play scenarios each semester replicating real-world field interactions

Member, Sales Ambassador Organization

January 2024 – Present

- Serve on the presentation committee, advocating for the program to recruit new members
- Attend and participate in bi-weekly meetings to enhance professional development skills
- Represent the program at networking events to further develop the program and corporate relationships

Sales Student

January 2022 – Present

- Exceeded sales quota by 423%, raising \$17,780 for the Annual Benefit Auction and earning 2nd Place Ninja Sales Cat
- Used Salesforce.com to track customer activity, sales pipeline, and goals
- Formed a prospect list, cold called, and followed a sales process to acquire donations for the Annual Benefit Auction

Center for Risk Management Education and Research, *Fellow*, Kansas State University

May 2024 – Present

Pi Beta Phi, *Vice President of Operations*, Kansas State University

November 2022 – December 2023

Women in Business, *Vice President of Membership*, Kansas State University

April 2021 – April 2022