

Presley Conover

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EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Kansas State University | Manhattan, KS | Expected: Dec 2024

Major: Marketing

ASSOCIATE IN ARTS AND SCIENCE

Everett Community College | Everett, WA | Graduated: Jun 2022

GPA 3.56

EXPERIENCE

LEASING PROFESSIONAL/SOCIAL MEDIA COORDINATOR

The Gramercy Manhattan | Manhattan, KS | Mar 2024 - Present

- Interact with prospective tenants, conduct property tours, and manage leasing paperwork efficiently.
- Develop and implement marketing strategies, analyze market trends, and make data-driven recommendations.
- Designed and implemented a social media marketing plan that resulted in a 70% increase in online engagement and lead generation.
- Collaborated with property management to develop promotional materials, enhancing property visibility and attractiveness to potential tenants.
- Coordinated community events and outreach programs, fostering a sense of community and enhancing tenant satisfaction.

BARISTA

Radina's Coffee House | Manhattan, KS | Jan 2023 - Mar 2024

- Received multiple commendations from customers for creating unique and delicious specialty beverages.
- Increased customer satisfaction by consistently delivering high-quality coffee beverages and providing exceptional customer service.
- Successfully resolved customer complaints and concerns, maintaining a positive reputation for the coffee shop.
- Successfully worked at a high-volume coffee shop, consistently meeting or exceeding customer satisfaction.

SKILLS

Microsoft PowerPoint | Microsoft Word | Microsoft Excel | Google Analytics

CERTIFICATIONS & LICENSES

OMNICHANNEL MARKETING JOB SIMULATION

Forage | Sep 2023

Completed a job simulation involving building a new digital and omnichannel marketing strategy product for lululemon. Created an integrated marketing plan and creative brief for lululemon's newest at-home fitness platform, MIRROR, designed raise awareness of the product and core values relevant to lululemon's position within communities.

Developed a concept for a new digital product or customer experience that lululemon could implement within the technical athletic apparel space.

Reviewed the profiles of current lululemon global ambassadors and create hypothetical profiles for local ambassadors to further lululemon's new "Power of Three x 2 Growth Strategy".

Calculated key marketing metrics based on data from a recent lululemon ambassador campaign and communicated findings from the data to manager.

GOOGLE ANALYTICS CERTIFICATION

SkillShop | Apr 2024 - Apr 2025

By earning the Google Analytics Certification, Google recognizes your ability to: Setup a Google Analytics 4 property for a website or an app Collect the data you need for your business and use the various reporting tools and features Recognize key measurement features that can show the effectiveness of your online marketing efforts