

MARCUS GREEN

SUMMARY

Well-recognized athlete and person with strong leadership capabilities, persistence and innate desire to excel as member of any team. Well-versed in game rules and strategic play options. Well-rounded skills in training and being a member of a team, in general. Charismatic, outgoing and driven to motivate others to succeed in achieving goals. Former Division I athlete with strong sense of discipline, excellent work ethic and impeccable time management and people skills. Goal-oriented and results-focused individual successful at achieving results both in classroom and on field. Highly motivated professional with 3 years of entrepreneurial and management experience. Skillfully creates and maintains professional and loyal relationships with co-workers, staff and clients while managing administrative and sales employees. Comfortable working independently as manager and leader and as collaborative team member. Applies business acumen and experience and exercises decisive judgment to meet and exceed organizational goals. Highly creative and reputable Brand Ambassador with 4 years of expertise in marketing and sales. Successfully hosted promotional events to consistently provide representation and share brand benefits with potential customers. Effective at time management and talented in communicating to large groups of people.

EXPERIENCE

Professional Athlete, 07/2021 - Current

Hamilton Tiger Cats - Hamilton, ON

- Trained extensively and observed proper nutrition for weeks leading up to national-level fitness competitions.
- Exhibited excellent teamwork and strong work ethic by promoting camaraderie.
- Developed and maintained key relationships fellow athletes, coaching staff and school administrators and professors.
- Effectively communicated with diverse group of athletes, coaches and game officials using dynamic listening and open-ended questioning skills.
- Attended all practices, meetings and workouts on time.

Business Owner, 09/2019 - Current

MAGV Official - Pontotoc, MS

- Put together realistic budgets based upon costs and fees for successfully operating business.



CONTACT

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SKILLS

- Fitness equipment expertise
- Sports nutrition
- College athletics
- Nutrition expertise
- Competitive
- Athletic training and coaching
- Promotions and marketing strategies
- Weight training
- Adaptable
- Time management
- Personable and friendly
- Physical therapy
- Healthy lifestyle role model
- Strategic networking
- Online marketing and advertising
- Brand development and awareness
- Content generation and asset management
- Progress tracking
- Multitasking
- Troubleshooting
- Computer skills

- Devised and deployed sales and marketing tactics to drive strategic growth and support achievement of revenue goals.
- Achieved sales goals and increased revenue and profits through productive strategy development and organizational leadership.
- Consulted with customers to assess needs and propose optimal solutions.
- Created and monitored promotional approaches to increase sales and profit levels.

Customer Service Representative, 07/2019 - Current

Self Employed - Pontotoc, MS

- De-escalated problematic customer concerns, maintaining calm, friendly demeanor.
- Educated customers on special pricing opportunities and company offerings.
- Documented conversations with customers to track requests, problems and solutions.
- Assisted customers in making payments on accounts and setting up payment plans.
- Fielded customer complaints and queries, fast-tracking them for problem resolution.
- Upheld strict quality control policies and procedures during customer interactions.
- Provided outstanding service to new and long-standing customers by attending closely to concerns and developing solutions.
- Reviewed customer account information to determine current issues and potential solutions.
- Asked probing questions to determine service needs and accurately input information into electronic systems.
- Informed customers about billing procedures, processed payments and provided payment option setup assistance.
- Consulted with customers to determine best methods to resolve service and billing issues.
- Built client rapport while accurately processing repair documentation and troubleshooting technical discrepancies through completion.
- Made outbound calls to obtain account information.
- Secured client retention by driving service and product benefits, features and recommendations around clients' needs.
- Assessed customer needs and upsold products and services to maximize sales.
- Set up and activated customer accounts.
- Trained new employees on procedures and policies to maximize team performance.

Social Media Manager, 07/2019 - Current

Self Employed - Pontotoc, MS

- Developed and implemented strategic social media marketing plans.

- Team management
- Training & Development
- Communication skills
- Customer relations
- Brand awareness
- Relationship management
- Relationship building
- Organizational skills
- Planning
- People skills
- Flexible
- Report creation
- Report generation
- Credit card payment processing
- Call Center Operations
- Shipping and receiving understanding
- In-store support
- Retail sales customer service
- Sales expertise
- Microsoft Office expertise
- High-energy attitude
- Inbound and Outbound Calling
- Conflict mediation
- Problem-solving abilities
- Adaptive team player

WEBSITES, PORTFOLIOS, PROFILES

www.magvofficial.com

- Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention and revenue-focused activities.
- Aligned visual design and brand messaging elements to deliver consistency across digital advertising and marketing platforms.
- Utilized Twitter and Facebook to promote products, services and content.
- Proposed innovative storylines for digital content and developed unique campaigns to promote brand engagement.
- Analyzed market data to determine and target key audience or segments.
- Collaborated with top musicians, athletes, companies and press to drive brand optimization on social media.
- Performed competitor analysis to identify high-value keyword and backlink options.
- Enhanced organic search engine ranking and managed paid search marketing to maximize SEO.
- Supported sales process by engaging appropriately when responding to online audience inquires and posted comments.
- Managed team personnel, budget and schedule to handle demanding PR requirements.

Social Media Influencer, 07/2019 - Current

Wilde Chips - Remote, MS

- Strengthened brand to engage social media community by producing creative and compelling content.
- Implemented strategic plan to grow social media audiences for key demographics.
- Managed day-to-day execution of social media messaging with influencer marketing strategies and creative campaigns.
- Created strategy to secure social media cause with marketing and influencer partnerships.
- Cultivated influencer and blogger outreach program to build active brand ambassador network.
- Pitched new ideas and worked collaboratively with communications and entertainment marketing teams to create synergy.
- Grew web traffic with online advocacy efforts, editorial publications and community outreach campaigns.
- Constructed benchmarks for measuring impact of social media programs to maximize results.
- Presented written recommendations for earned media performance improvements.
- Assisted in executing press, influencer and consumer events to meet KPIs.
- Researched industry changes and developments in earned media and SEO techniques, tools and methodologies to apply findings to clients and adjust strategies.
- Created positive and rewarding client experiences through warm and friendly customer interactions.

Professional Athlete, 09/2019 - 11/2020**Philadelphia Eagles - Philadelphia, PA**

- Developed and maintained key relationships fellow athletes, coaching staff and school administrators and professors.
- Attended all practices, meetings and workouts on time.
- Successfully marketed, sold and secured sponsorship contracts
- Managed time effectively while traveling for games, attending practice and going to classes.
- Trained extensively hours per week for upcoming competitions to perform at top-level.

Professional Athlete, 05/2019 - 09/2019**Atlanta Falcons - Atlanta, GA**

- Represented corporate sponsor at local, national and international expos and events.
- Represented and endorsed different brands.
- Trained extensively hours per week for upcoming competitions to perform at top-level.
- Managed time effectively while traveling for games, attending practice and going to classes.
- Trained extensively and observed proper nutrition for weeks leading up to national-level fitness competitions.

College Athlete, 05/2014 - 12/2018**ULM Warhawks - Monroe, LA**

- Trained extensively and observed proper nutrition for weeks leading up to national-level fitness competitions.
- Exhibited excellent teamwork and strong work ethic by promoting camaraderie.
- Managed time effectively while traveling for games, attending practice and going to classes.
- Developed and maintained key relationships fellow athletes, coaching staff and school administrators and professors.
- Attended all practices, meetings and workouts on time.
- Ran player led practices.

Internship Student, 01/2018 - 05/2018**University Of Louisiana at Monroe - Monroe, LA**

- Delivered clerical support by handling range of routine and special requirements.
- Sorted and organized files, spreadsheets and reports.
- Answered incoming telephone calls, took down messages and provided information.
- Helped with administrative support by managing incoming calls, coordinating files and sorting mail.
- Interacted with customers by phone, email or in-person to provide information.

- Reported back to instructor to receive day-to-day tasks and responsibilities.
 - Searched at library and in scholarly databases to locate necessary information for research projects.
 - Completed range of simultaneous job tasks to support professor's academic, research and operational needs.
 - Restocked office supplies and retrieved files for staff.
 - Analyzed problems, identified solutions and made decisions.
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EDUCATION AND TRAINING

Bachelor of Science, Kinesiology- Fitness & Sports Industry, 05/2018

University of Louisiana At Monroe - Monroe, La

- Dean's List 2015-2018

Master of Science, Exercise Science

University of Louisiana At Monroe - Monroe, La

One semester completed

ACCOMPLISHMENTS

- NCAA All-American in football in 2017 .
- Nationally recognized professional football athlete



User Support exercise:

Imagine you received the case below from a user. Please draft a response.

User: @itsmeimthebestever121

Case: #345654

Location: Florida, US

Time received: 12:34:53

Message:

I tried to log in, and I can't. Please help, I need to remove a video I posted.

Answer: I would help the user reset their password to regain access. If not, I would manually go in and remove the video from the user once they have verified their information.