

CAILEY ADDISON

ADVERTISING & PUBLIC RELATIONS

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Advertising and Public Relations student with a Marketing minor, passionate about developing strategic, audience-centered campaigns and growing collaborative relationships. Strong proficiency and aptitude with technology, including Adobe Creative Suite, Microsoft Excel, Canva, and major social media platforms to communicate clear, creative, and data-informed marketing initiatives with clients and colleagues.

WORK EXPERIENCE

Rally House - RETAIL/SALES ASSOCIATE

Sept 2024 - current

- Provide friendly customer service while accurately processing 100+ transactions, including returns and store pick-ups, using the POS system.
- Receive and verify around 50 incoming shipments weekly using our inventory management system to check in orders, ensuring all items are dispatched within 24 hours.
- Recommend 10+ products tailored to customer preferences, resulting in a 15% increase in customer satisfaction.
- Track and record hourly sales data, identifying 5-10 peak traffic periods weekly to assist managers in strategically adjusting staffing levels during busy times.
- Supported promotional strategies leading to 432K in Endless Aisle sales during the holiday season, contributing to a 3.44% increase in total sales.

Trudy's Hallmark - SEASONAL RETAIL/SALES ASSOCIATE

Nov 2020 - current

- Deliver friendly customer service while accurately processing 50+ transactions, including phone calls, returns, and store pick-ups.
- Record and organize hourly sales data for over 50-100 customer transactions.
- Processed and received an average of 50 inventory items per shift through regular counts and packing slip reviews, maintaining 98% accuracy to support efficient stock management.
- Arranged product displays to fit store layout, resulting in a 15% increase in foot traffic during peak hours.

K-State Athletics - STUDENT ATHLETIC OPERATIONS

Sept 2022 - April 2023

- Supported the planning and execution of over 10 campus events, ensuring an effective and smooth pre-event preparation and post-event closing.
- Guided an average of 20 visitors weekly to their designated areas by assessing their needs and providing clear directions.
- Monitored 10+ athletic events for safety and compliance.

EDUCATION

Kansas State University - Bachelor of Science, Advertising & Public Relations - Minor in Marketing

Aug 2022 - current

MANHATTAN, KS

SKILLS

- Strategic Time Management
- Critical Thinking & Analytical Skills
- Adaptability & Willingness to Learn
- Team Collaboration
- Detail-Oriented Execution

CERTIFICATIONS

- HubSpot Social Media Marketing
- Muck Rack: Fundamentals of Media
- Google Analytics Certification