
Maxwell Braimon

Goshen, NY 10924
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EDUCATION

Rochester Institute of Technology, Rochester, NY

Bachelor of Science in Business Administration - AACSB Accredited Program

Major: New Media Marketing

SKILLS

- Adobe Illustrator, Photoshop, Indesign
- Microsoft Office
- Search Engine Optimization concepts

EXPERIENCE

Under Armour, Rochester, NY - Sales Associate

September 2020 - January 2021

- Processed transactions with checks, cash, and other forms of payments from customers
- Maintained company brand standards of cleanliness throughout the sales floor
- Ensured safety of customers during the pandemic protocols

Bed Bath and Beyond, Middletown, NY - Sales and Stock Associate

August 2018 - December 2019

- Worked collaboratively with sales and stock team to develop customer satisfaction
- Developed product knowledge through training
- Organized inventory in the stockroom efficiently for simplification

Modell's Sporting Goods, Yonkers, NY - Sales Associate

October 2015 - June 2016

- Gained merchandise knowledge to deliver proper information to customers
- Managed more than average amount of customers during demanding sales events efficiently
- Organized sales floor inventory for upcoming seasons

PROJECTS

Internet Marketing - Developed an online business plan using internet marketing strategies and created a website with mobile capabilities to introduce a new product

Business Planning Tools and Practice - Constructed a competitive analysis, marketing plan, communications plan, and mock financials for an engineering team and their project

CERTIFICATIONS

Hootsuite Social Marketing Certification