

DEREK DREW

Dynamically versatile entrepreneur and business development professional with a demonstrated expertise of working in sales management. Skilled in strategic business planning and organizational development, as long as sales and marketing. Practiced in program expansion, administration skills, and quality assurance. Proficient in successfully driving revenue growth while providing sales leadership in highly competitive markets. Tenacious in building new relationships, securing customer loyalty and identifying new opportunities for teams to grow. Possess advanced language skills in Spanish and Portuguese.

- Organizational Management
- Program Planning
- Customer Services
- Operations & Logistics
- Relationship Development
- Process Improvement
- Team Support & Leadership
- Fundraising Relations
- Social Media Analytics

PROFESSIONAL EXPERIENCE

NILFISK | CHICAGO, IL

Senior Sales Associate

JUNE 2019 – PRESENT

Achieved individual sales goals to support the store's sales and profit objectives, provide superior customer service, and take on other senior-level responsibilities within a store.

- Generate sales to exceed personal sales goals, creating business by networking with companies and community organizations.
- Develop customer relationships and provide compelling sales presentations based on sales training.
- Demonstrate outstanding customer service to each and every customer, promoting customer loyalty.

ILLINOIS STATE UNIVERSITY | CHICAGO, IL

Graduate Assistant, Social Media Analyst

AUG 2017 – AUG 2019

Completed various tasks for an extremely large Spanish-language (NDA) free to air television network, analyzing Facebook, Twitter and Instagram and using tools like Netvizz, R, and Python to collect unstructured data and locate themes.

- Analyzed Spanish language tweets by location and developing monthly reports that revealed influencers in specific areas, top keywords, and other relevant information.
- For United Way, developed their Black History month campaign and generated content to improve their social media presence.
- Utilized R and Netvizz in a project aimed at examining Facebook comment valence in the 2018 Gubernatorial elections.

Volunteer Assistant Track and Field Coach

AUG 2017 – AUG 2018

Developed many life-long relationships with student-athletes and staff as well as my own coaching abilities, holding practices and attending games with team.

- Won the Missouri Conference Championship 3 times (Men & Women Indoor, Women Outdoor), broke over 10 sprint records and coached over 20 All-MVC athletes, 3 Indoor All Americans, and 1 Outdoor All-American.
- Possessed knowledge of and ability to learn current strategies of recruiting and recruiting software.
- Ensured compliance with University policies.

SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE | CHICAGO, IL

Event Management Assistant

JAN 2013 – AUG 2017

Primarily assisted in the set-up of athletics and fundraising events.

- Attended weekly meetings with the events department and operations teams.
- Assisted with event preparation per the Director
- Liaised with the Communications and Marketing department to manage the company's calendar.

EDUCATION | AWARDS

Master of Communication | Illinois State University

2019

Bachelor of Applied Science, Spanish Language and Literature | Southern Illinois University Edwardsville

2016

Associate of Science, Business Management Marketing | Waubesa Community College

2014

Awards, Track & Field All American - NCAA Division 1 National Qualifier | Ohio Valley Conference | Champion 400 Hurdles | 2X Missouri Valley Conference Team Championship | Omega Psi Phi Perseverance Award | Omega Psi Phi Scholarship Award