

Melissa Allen

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TheMarketingXpert.com

Education

Washington State University Vancouver

Vancouver, WA

Bachelor's in Arts of Business Administration - Major in Marketing

June 2026

- Marketing classes surrounding the idea of understanding target audiences and sociocultural demographics.
- Created NP-CSEJ Digital Arts Initiative portfolio for English course.
- Conducted a foreign market entry proposal for a selected company for an international marketing course.
- Wrote a series of deliverables for an international business class regarding political, legal, economic, and environmental factors for foreign country market analysis.
- Conducted selected company market strategy analysis for marketing class.

Clark Community College

Vancouver, WA

Associate in Arts of Business Administration - Major in Marketing

June 2024

- Graduated with honors, GPA: 3.7
- Sociology class with a focus on cultural diversity and social dynamics within the community.
- Communications class utilizing cross-channel communication to develop audience awareness and persuasive messaging.

Fort Vancouver High School

Vancouver, WA

High School Diploma

June 2024

- Graduated within the top 10% of the class
- 3.8 GPA and honor roll all four years

Experience

Weather Built Homes

Vancouver, WA

Appointment Setter

July 2025 - Current

- Coordinated and supported community events and promotional activities, increasing local brand visibility and customer engagement.
- Utilized CRM software to track customer interactions, manage appointments, and maintain an organized sales/marketing pipeline.
- Maintained consistent communication with prospects to enhance trust, improve retention, and support long-term customer loyalty.
- Compiled weekly reports on lead quality and customer feedback to optimize outreach strategies and improve ROI on marketing initiatives.

Valiant Enterprises
Sales Representative

Portland, OR
May 2025 - Current

- Developed strong rapport with diverse customers to understand needs and deliver tailored service, supporting brand loyalty and customer retention.
- Assisted in executing AT&T's field marketing campaigns, ensuring consistent brand messaging and promotional effectiveness.
- Gathered real-time customer insights and feedback to inform marketing strategies and improve product positioning.
- Effectively communicated value propositions, driving customer conversions and enhancing brand perception.
- Represented the AT&T brand professionally in high-traffic settings, maintaining consistency with corporate marketing standards.

Burgerville
Crew Member

Vancouver, WA
Feb 2023– May 2025

- Upsell current menu items and LTO's to customers upon ordering, along with promoting deals.
- Maintain a clean, inviting space while working efficiently in a fast-paced, team-oriented environment.
- Communicate clearly with team members, ensuring timely, accurate food preparation and delivery.
- Deliver exceptional guest service through personalized recommendations and order customization.
- Adapt to guest preferences and budgets, demonstrating customer-first service strategies.

Leadership

Fort Vancouver High School Coed Cheer and Stunt
Team Captain

Vancouver, WA
Aug 2021 – Mar 2022

- Led team coordination and performance at games, rallies, and school-wide events, enhancing school spirit.
- Planned and executed promotional campaigns to drive engagement prior to dances and athletic events.
- Collaborated with school departments to amplify student participation.