Calvin Crosswhite

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| EXPERIENCE |
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***Power Home Solar***

Solar Development Advisor / Inside Sales July 2020 - Current

* Organize operations within my team and outside reps, increased production by 25%
* Market and present the advantages of solar energy to interested potential clients
* Schedule consultation appointments and installation dates for customers and field reps
* Manage customer database and provided up to date analytics on all records
* Initiate program management within my department

***Sheets Laundry Club***

Lead Marketing and Media Intern December 2020 - June 2021

* Developed daily content on all media platforms such as Instagram, Twitter, Facebook and many others
* Spearheaded marketing strategies targeting specific audiences which led to developing new marketing goals
* Created new branding and marketed the release of new products
* Managed search engine optimization goals and drove up clicks per month by 30%
* Fielded customer service inquiries and suggestions through multiple customer contact platforms

***Smoothie King***

Shift Leader/On duty Manager April 2018 - May 2020

* Managed day to day operations and co-workers’ responsibilities
* Performed opening and closing duties during regular scheduled shifts as well as certain days when not scheduled
* Scheduled co-workers weekly work shifts
* Reconciled daily cash flow at the beginning and end of every shift

| SKILLS |
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* Possess excellent collaboration, communication, leadership, dedication and business development skills
* Create and develop social media content and marketing strategies to drive growth through customer interaction and acquisition opportunities
* Ample Microsoft Office, data entry, time management, scheduling and coordination experience, as well as Search Engine Optimization experience
* Enhance quality assurance and top of class customer service responsiveness
* Exhibit planning, organizational, detail-oriented, problem-solving and management abilities

| EDUCATION |
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University of North Carolina at Charlotte Overall GPA: 3.21

Bachelor of Communication Studies in Mass Media

Minor in Capitalism Studies and International Baccalaureate Diploma

| LEADERSHIP AND AWARDS |
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Founding Father of Alpha Tau Omega - America’s Leadership Development Fraternity

President of Envirothon Club - raising money and awareness for today’s climate crises

Vice President of New Designs Club - club for students interested in innovating new ideas

Volunteer at Student Food Pantry - raising awareness for food insecurities and giving back