

# Olivia Jones

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## EDUCATION

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**Jon M. Huntsman School of Business, Utah State University (USU)** May 2021

*Bachelor of Science in Marketing, Minor in Technical Sales Management & Entrepreneurship (Dual Minor)* **3.89 GPA**

- Member: Huntsman Scholar Program (Business Honors)
- Club Member: ProSales, Entrepreneurship Club, & Women in Business Association
- Recipient: Aggie Merit & Utah Regents Scholarships
- Relevant Courses: Strategic Sales, Database Management, New Venture Creation, & Consumer Behavior

## PROFESSIONAL EXPERIENCE

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**Financial Representative Intern** Oct 2020 – Present  
*Northwestern Mutual* Logan, UT

- Advise, analyze, and deliver on over 100 individual financial plans, generating over \$25,000 worth of revenue in Q3
- Manage clientele outreach of 150+ calls and initiate 15+ discovery meetings and closing appointments each week
- Named #1 Intern in Utah and Top 10 in the Western United States

**Sales Representative** May 2020 – Aug 2020  
*Fox Pest Control* Albany, NY

- Sold 320 accounts in 3 months, generating \$230,000 in total revenue; ranked top representative of 22 within sales region
- Prospected potential clients through door-to-door interactions as an independent contractor, determining client needs resulting in 100+ accounts at high contract values
- Assisted in training and mentoring 8 co-workers on topics such as overcoming objections and asking questions, leading to 70+% increase in revenue from previous year

**Council Member** Oct 2019 – May 2020  
*Business Council, Jon M. Huntsman School of Business* Logan, UT

- Created eye-catching Instagram advertising for over 25 student club activities and events to promote and encourage college-wide participation, averaging 630 views and engagements per post
- Led groups of 3-5 student leaders in coordinating and hosting events for 200+ students
- Completed professional development activities including a 360 Leadership training course and creating a 45-day plan for leadership development

**Account Manager and Retention Specialist** May 2019 – May 2020  
*Vivint Smart Home* Logan, UT

- Resolved concerns and issues through creative problem solving and customer service, sustaining 85% customer retention
- Retained customers through contract renewals by offering discounts while maintaining a high profitability margin, consistently named within top 15% of “saves” within department
- Served on special project team of 3-members developing new ‘Within-Term’ retention program

## LEADERSHIP & SERVICE

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**Corporate Sponsor Liaison** Apr 2020 – May 2021  
*ProSales, Jon M. Huntsman School of Business* Logan, UT

- Taught 40+ students professional communication skills for engaging with corporations via email, text, virtual, & phone contexts, including tracking engagement on Salesforce CRM to maintain accurate sponsorship records
- Assigned student leaders to oversee corporate account communication to nurture potential club sponsorships through regular club updates and assessing recruitment/employment needs
- Collaborated with HSB Corporate Relations Specialist and Club Advisor to establish account management goals for the academic year as well as supervise 40+ corporate accounts on Salesforce

## SKILLS, CERTIFICATIONS, & TRAININGS

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- Proficient in Python, SQL, Social Media Marketing (TikTok, Instagram, Facebook), Canva
- Familiar with Customer Relationship Management Systems (Salesforce, HubSpot), Adobe Photoshop
- MS Excel Expert Certification, In Progress
- Salesforce Certification, 2021
- Google AdWords Certification, 2020
- Google Analytics Certification, 2019
- Griffin Hill Integrity Sales Training
- Challenger Sales Method Training