

David Nelson

Sales & Marketing Support Professional

(815) 222-0313

NDLGraphics@charter.net

Northwest Chicago Suburbs /
Rockford Metro Area

www.linkedin.com/in/dlnel

SUMMARY OF EXPERIENCE

Dynamic Sales & Marketing Support Professional with over 15 years of experience in driving brand visibility and enhancing customer engagement across diverse industries. Proven track record in designing impactful marketing materials, managing high-volume customer interactions, and supporting sales teams to achieve exceptional results. Skilled in utilizing Adobe Creative Suite and CorelDRAW for creative design, alongside strong organizational and communication abilities. Recognized for delivering outstanding customer service, contributing to a top-rated MLB experience, and successfully assisting marketing campaigns that generate leads and foster business growth. Committed to leveraging expertise in a Sales & Marketing Associate role to support strategic initiatives and drive success.

PROFESSIONAL WORK EXPERIENCE

Marketing Design Specialist (Remote)

Kloss Distributing, Inc. | Gurnee, IL | July 2024 – Present

- Design and produce impactful signage for bars, grocery stores, and events using CorelDRAW.
- Enhance brand visibility and customer engagement through customized sign solutions.
- Deliver timely, high-quality signage that meets client specifications and boosts marketing efforts.

Guest Services Ambassador (On-Site)

Chicago Cubs Baseball Club, LLC. | Chicago, IL | March 2023 – Present

- Deliver exceptional customer service to create seamless experiences for events with over 40,000 attendees.
- Collaborate with over 100 team members to elevate the event atmosphere and assist with setup and takedown, highlighting flexibility and dedication.
- Prioritize 40,000+ guest interactions to achieve high satisfaction ratings while fostering a cohesive team environment through active engagement. In 2023, we were number one in customer service in the MLB.

Substitute Teacher (On-Site)

McHenry & Lake County, IL Area | August 2012 – Present | Winnebago & Boone County, IL Area | November 1994 – October 2001

- 10+ years' experience teaching grades K - 12 in various school districts in the Boone, Winnebago, McHenry, and Lake County, IL area (Kelly Education Solutions, Nippersink, Richmond-Burton, Round Lake, Alden-Hebron, Rockford, Harlem, Belvidere, North Boone, Durand, Rockton, and Shirland school districts) on an on-call basis covering in the absence of the regular teacher.

Marketing Associate (Hybrid Remote)

Resource Environmental Solutions, LLC. (RES) / Applied Ecological Services, Inc. (AES) | Dundee, IL / Brodhead, WI | October 2015 – January 2022 | RES acquired AES in January 2021.

- Assisted 17+ RFP and email/social media campaigns by crafting impactful materials with InDesign, Illustrator, and Photoshop.
- Designed business cards and direct mail pieces, enhancing branding for a 150+ employee firm.
- Assisted overhauling the website in 2017 using WordPress. Organized events, generating ~50-100 new nursery prospects. Transitioned AES marketing assets to the RES brand.

Sales & Marketing Support Assistant (On-Site)

International Services, Inc. (ISI, SMS-GPS, IPA) | Buffalo Grove, IL | October 2001 – July 2012

- Supported prospecting activities for 100 sales reps, driving exceptional sales activity. Maintained peak performance in the Director's absence.

- Assisted in streamlining sales training logistics for 100 reps, enhancing prospecting efficiency and driving results across 200+ training routes annually, averaging ~1 sale per route.
- Improved lead quality by auditing over ~500-1,000+ business cards daily, targeting relevant businesses and reducing repetitive contacts, resulting in an average of 7 appointments and 2 sales per 50 cards.
- Achieved a 40% closing rate, generating 2-3 quality appointments daily for my sales rep, with deals averaging \$650,000 to \$1,000,000 from high-level decision-makers in small to medium-sized private companies.

PROFESSIONAL SKILLS

- Software: Adobe Creative Suite, CorelDRAW, Microsoft Office Suite, WordPress, QuarkXPress, ACT!, Quicken, Zoom, Teams
- Business: Sales/Marketing, B2B, Lead Generation, Customer Service, RFPs, Content Creation, Market Research/Surveys, Auditing, Inventory/Quality Control, Event Planning/Setup, Substitute Teaching
- Computer: Windows/Mac, Graphic Design, Data Entry, Word Processing, Spreadsheets/Databases, E-Mail, Website/SEO Editing
- Competencies: Team-Player, Detail-Oriented, Creative, Communication

PROFESSIONAL EDUCATION

Name of School: Rock Valley College

Degree: A.A.S., Graphic Arts Technology

Years: August 1990 – May 1992

City, State: Rockford, IL

Name of School: Illinois State University

Degree: B.A., Political Science

Years: August 1990 – May 1992 (Plus, two years of post-grad studies in Public Administration, Aug, 1992-May 1994)

City, State: Normal, IL

Name of School: Rock Valley College

Degree: Transfer Credit in Political Science

Years: August 1988 – May 1990

City, State: Rockford, IL

PROFESSIONAL CERTIFICATES / LICENSES

- Microtrain/ Noble Desktop, July-Oct. 2024: Digital Marketing Fundamentals; Instagram; Facebook; LinkedIn; YouTube; Social Media Content: Blogs/X (Twitter); TikTok; Social Media Streaming, Social Media Industry & Portfolio.
- Microtrain, June 2024: Agile Scrum Fundamentals Essentials; How to Market Yourself.
- LinkedIn Learning, July-Sept 2024: Cold Calling: The First Seven Seconds; Social Media Strategy/Optimization; Salesforce Essential Training; Sales Negotiation; CorelDRAW Essentials.
- IL State Board of Education: Substitute Teacher (K-12), 1994-1998; 1999-2003; 2012-Present

ACCOMPLISHMENTS / VOLUNTEER

- Raised ~\$600 / year for the Knights of Columbus #8366 Annual Tootsie Roll Drive and created all event materials since 2013.
- Executed a customer satisfaction survey (50/day avg) for Metra through Seville Staffing, Summer 2014.

- Ran a monthly guest speaker series; developed a monthly newsletter; co-founded a Homebuyer's Fair; and secured a \$50K grant to launch one-on-one homeownership counseling for Rockford Area Affordable Housing Coalition.
- Collaborated with Rockford Neighborhood Redevelopment, Rockford Area Habitat in operating the Rehab Shop (forerunner of Habitat's Restore)
- Saint Joseph Catholic Church, Richmond, IL: Usher, Knights of Columbus #8366, PADS, St. Vincent DePaul Society, RE/CCD Helper
- Boylan Catholic High School Reunion Committee