

Lisa De La Cruz

Entertainment Business • Harker Heights, Texas 76548 • (661) 331-0229

lisadelacruz_97@yahoo.com

www.lisadelacruz.com

PROFILE SUMMARY

Results-driven and strategic marketing professional with 8+ years of experience in developing and executing successful marketing strategies while analyzing data. Seeking a challenging position to bring motivation to, leverage my expertise and explore my passion of innovation, people, music, relationships, and growth.

EDUCATION

CENTRAL TEXAS COLLEGE- Killeen, TX

December 2020

Associate of Arts, Multi-/Interdisciplinary Studies, General
Honor Society

TEXAS A&M UNIVERSITY- Killeen, TX

Aug 2023

Bachelor of Business Administration, Marketing

-Created Google & Facebook advertisements

-Completed brand manager simulation

-Coded website

AUSTIN COMMUNITY COLLEGE- Austin, TX

December 2023

Real Estate Certification

FULL SAIL UNIVERSITY- Online

April 2024- Present

Masters of Science, Entertainment Business

Mastery Journal: <https://new.express.adobe.com/webpage/mwnUcKviGTxQ8>

CORE COMPETENCIES

- Strong Negotiation Skills
- Customer Service for 10 years
- Brand Development and Management
- Time Management
- Digital Marketing (SEO, SEM, Email Marketing, Social Media)

- Ability to work in a team in a fast-paced and creative environment
- Leadership
- Market Research and Analysis
- Trend Awareness
- Identifying/Scouting Talent
- Lead Generation
- Customer Relationship Management (CRM)
- Data Analytics and Performance Tracking
- Building Relationships & Networking
- Communication Skills - Written and Verbal
- Coding (HTML/CSS)
- Computer systems expertise (Microsoft Office, Adobe, AI systems, etc.)

WORK EXPERIENCE

Outlier (Scale AI)

March 2024 - Present

- Train new AI models and improve the accuracy and quality of their responses.
- Evaluate and rank responses based on grammar, spelling, and more.
- Leverage domain expertise to assess the factuality and relevance of text.

Austin Independent School District, Austin, TX

Substitute

Jan 2024-Present

- Responsible for providing and implementing the daily lesson plans according to the district's requirements.
- Manage the classroom environment, provide activities, materials, and promote student learning in the absence of the regular classroom teacher.

Blue Norther, Austin, TX

Brand Representative

July 2023 - May 2024

- Community development in local stores such as HEB, Whole Foods and other Austin small chains.
- Event involvement in the community from North Austin down to Kyle. Events include: Kalahari Food & Wine Festival, Dell Diamond baseball games.
- Sold over 50 cases, roughly 5 per 3 hour shift.
- Networking for involvement and expansion into other opportunities to grow revenue.
- Established relationships with vendors, store managers, and competitors.
- Spread the company's story, values, and mission to gain customer awareness and trust.

Power Home Remodeling, LLC, Austin, TX

Customer Development Representative

December 2022 - August 2023

- Prospected all of Central Texas residential areas from Belton/Temple/Killeen down to New Braunfels.
- Responsible for 220+ new leads, 20+% in value created, \$456,000+ in revenue. (Estimates given, and sold projects by sales representatives).
- Understanding of data analytics using Excel, of each territory by zip code in Central TX.
- Understanding of electricity and solar efforts in current economy.
- Developed knowledge over different products to create value for homeowners and complete appointment sets (new account leads).
- Assumptive closing.
- Brand awareness.
- Utilized social media tools to generate employee referrals.
- Participated in company initiatives to better understand inclusion and diversity efforts of the company.
- Top rookie of hiring class. (Competition between myself and 4 others).
- Top bill collection in Austin branch. (Related to assumptive closing and confidence skills).

Safe Haven Security, LLC, Central Texas, TX

ADT's #1 Authorized Dealer

Relocation Manager/Sales Representative

December 2021 - December 2022

- Prospected all of Central Texas expanding from Waco down to South Austin. 60+ leads daily, cold knocking in multiple territories, 12+ currently and counting.
- Mastered knowledge over security technology and other smart home devices and technology to educate new homeowners and business owners as well as build urgency to generate sales and expand clientele. 10+ sales a month. Qolsys panels and products, Z-Wave technology, and other third party equipment. Life Safety devices also known as perimeter protection.
- Relationship selling with new homeowners and small businesses (B2B).
- Developed skills to overcome objections from homeowners, assume close, and build rapport to refrain from auto-responses.
- Negotiated with customers by understanding customer pressures and educating them of urgency and value of company products and services. Created problems and then solved with equipment.
- Utilized social media to create brand awareness. 1-2 accounts generated each month.
- Conducted ride-alongs with representatives in training. Assisted managers with 4+ employees.

Grainger, Inc., San Antonio, TX/Remote

Inside Sales Representative

July 2019 - April 2021

- Generated sales growth in assigned book of business, exploiting needs of current customers and assessing opportunities within accounts. 150+ accounts handled. 50+ leads generated each month.
- Effectively utilize CRM, specifically *Salesforce*, to qualify customer accounts to increase revenue. 125+ opportunities closed.
- Conducted business to business, relationship building, quality based conversations to gain trust of customers and expand knowledge to obtain information that will open opportunities. 150+ calls a day. 6+ hours a day. 30+ quality connections a day.

- Increased revenue monthly in comparison to monthly sales goals based on previous year revenue. 100%-158% to goal outcomes.
- Team leader characteristics developed by motivating and training new incoming members to the team. 7 trainees.
- Assessed team weaknesses and provided solutions that assisted in growth of team knowledge.
- Able to develop better listening skills and motivation by coaching sessions 1-2 times a week with leaders.

Chick-Fil-A, Killeen, TX
Lead Marketing Assistant

May 2015 - July 2019

- Provided direct oversight to 25 crew members to align operations with ongoing marketing promotions to increase revenue.
- Developed and expanded operations through community engagement and in house events collecting real-time marketing data to be used in generating strategic selling initiatives.
- Conducted social media advertisements and engagement through the CFA application to generate sales and increase revenue. Increased revenue 3 times each year for 3 years.
- Informed management on strategic marketing plans to effectively market Chick-Fil-A products and catering services to key business accounts throughout Killeen/Temple/Belton/Harker Heights. 23 accounts generated.
- Interviewed potential clients to gather demographic marketing data to prepare account proposal with the internal sales team. Performed 13 interviews average per year.
- Handled large amounts of money daily including processing funds at end of shift/examining cash, managed store operations, able to stand for 8+ hours daily.

VOLUNTEERING

SXSW Conference & Festivals, Austin, TX
Artist Parking Operations

March 2024

REFERENCES

Available upon request.