

**Liesl Rodgers**  
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## Profile

Enthusiastic Marketing graduate with experience as a freelance marketing consultant. Focused on communicating complex ideas in easy-to-understand ways. Created innovative copy for a non-profit homeless shelter that saw a 70% increase in donations. Seeking opportunity to share unique insights on marketing while developing leadership skills.

## Key Skills/Knowledge Areas

- Innovative and creative
- Strong written and oral communication skills
- Quick learner
- Results-oriented
- Able to build relationships and work in teams

## Education

### **Bachelor of Business Administration in Marketing**

*University of Texas Arlington, Arlington, TX, September 2016 - June 2020*

Courses Completed:

- Advanced Business Communication Theory and Practice
- Philanthropy, Fundraising and Professional Selling
- Management and Leadership of the Sales Force

## Professional Experience

### **Marketing Consultant, Multiple Clients, Arlington, TX**

*June 2019 - Present*

- Work with a diverse range of clients to determine marketing needs and creative innovative solutions to problems
- Work within client timelines and budgets
- Delegate work when required and manage contractors to ensure work is completed to a high standard

### **Waitress, Pippa's Diner, Arlington, TX**

*September 2016 - June 2020*

- Communicated with customers and colleagues to ensure correct orders are delivered to each table
- Provided high level of customer service by greeting diners, communicating daily specials and managing customer issues and complaints
- Trained 12 new employees in the company's procedures