

Lindsay M. Cole

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Highly driven and motivated individual looking to build upon existing marketing experience. Proven ability to learn and adapt to new situations quickly while maintaining high levels of organizations and prioritization. Acts with a sense of urgency to implement and execute tasks to meet and exceed timelines. Exhibits a high level of responsibility and continuously strives to grow personally and professionally by being highly coachable.

EDUCATION

Coastal Carolina University, Conway, SC

B.S., Marketing, May 2015 3.4 GPA

CERTIFICATIONS

New York State Licensed Property & Casualty Broker

Google AdWords Certified

PROFESSIONAL WORK EXPERIENCE

Delmonico Insurance Agency, Syracuse, NY

Licensed Property & Casualty Broker, August 2015 –January 2018

- Identify the client's risks and place them in the best market according to their current needs
- Follow up with new prospects using a customer based approach to ensure needs are properly identified
- Improve quality service by recommending improved processes and identifying new product and service applications
- Create and present sales proposals to the producer after determining the best option for the prospective client's needs
- Process daily reports generated from our carriers and update the client's information while identifying any changes to the account

Marriott Vacations Worldwide at Ocean Watch Villas, North Myrtle Beach, SC

Senior Marketing Intern, September 2014 - May 2015

- Effectively communicate with marketing leadership and property owners to achieve marketing objectives
- Promote brand awareness through various tactics such as sending invites for seminars to existing property owners and calling new prospects
- Analyze performance through Marriott databases to track and discover market opportunities

CNY Central, Syracuse, NY

Sales and Marketing Intern, May 2012 - August 2012

- Supervised and organized events, such as the CNY Central Weather Deck Party
- Tracked commercial on-air times to be leveraged by various departments to analyze performance
- Developed news reports and statements for clients as well as on-air news
- Assisted in the development and launch of the CNYCentralJobs.com website
- Participated in the commercial spot shoot for the CNY Central Mobile App

SKILLS

MS Word, Excel, PowerPoint, Outlook, Various Internal Systems

References Available Upon Request

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