



## PROFILE

Drawing from more than a decade of hands-on experience in sales and marketing, with a focus on cold calling and account-based sales, I am enthusiastic about the prospect of joining a dynamic team where I can apply my expertise to achieve impactful results.

## SKILLS

- Prospecting and Cold Calling
- Account Management
- Communication Skills
- Sales Strategy Development
- Market Research and Analysis
- CRM Software Proficiency
- Negotiation Skills
- Team Collaboration

“Success is not final; failure is not fatal: It is the courage to continue that counts.”  
—Winston Churchill

# Christina Southern

## SALES AND MARKETING PROFESSIONAL

## WORK EXPERIENCE

### Canvasser

Concerned Veterans of America

February 2024-June 2024 (temp job)

- Conducted surveys with voters door-to-door and provided information on candidate.

### Freelancer

Marketing Consultant>Small Businesses

June 2022-Present

- Cold calling on small business owners to set up consultations, conducting a needs analysis interview, building an effective marketing strategy, creating and presenting proposal to owner, implementing and monitoring campaigns.

### Account Manager

Nexstar Media Group/ABC Fox Billings

January 2021-June 2022

- Cold calling on small business owners to set up consultations, conducting a needs analysis interview, building an effective marketing strategy, creating and presenting proposal to owner, implementing and monitoring campaigns.

### Membership Representative

Nation Federation for Independent Business

April 2020-June 2021

- Researching policies and mandates affecting small businesses, cold calling small business owners, educating owners on issues impacting their business, encouraging them to become an enrolled member with NFIB.

### Casino Attendant and Bartender

Montana Lil's Casino and Liquor Store

September 2018-April 2020

- Mixing and serving drinks, cashing winning tickets, providing change, redeeming player points for cash, accurate cash handling and providing exceptional customer service.