**MARCO MARSHALL**

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**PROFESSIONAL SUMMARY**

Energetic and results-oriented Marketing major with an emphasis in Sales. Skilled in relationship management, customer engagement, market research, and digital marketing strategies. Proven ability to exceed sales goals, develop targeted marketing campaigns, and analyze consumer behavior to drive business growth. Committed to creating value-driven solutions that connect brands with audiences.

**SKILLS SUMMARY**

* Sales and Negotiation Skills
* Customer Relationship Management (CRM Systems: Salesforce, HubSpot)
* Market Research and Competitive Analysis
* Digital Marketing and Social Media Campaigns
* Advertising and Promotions Strategy
* Microsoft Office, Canva, Google Analytics
* Public Speaking and Presentation Development

**EDUCATION**

Bachelor of Business Administration in Marketing Expected: May 2026

Marshall University Huntington, WV

GPA: 3.8

*Minor: Business Analytics*

**WORK EXPERIENCE**

Enterprise Holdings Charleston, WV

Sales and Marketing Intern May 2023 – August 2023

* Assisted in developing sales strategies for business-to-business (B2B) partnerships.
* Supported the sales team by qualifying leads, preparing sales presentations, and following up with prospects.
* Conducted market research and competitive analysis to inform marketing campaigns.

Best Buy Huntington, WV

Sales Associate September 2022 – May 2023

* Achieved 120% of monthly sales goals through consultative selling techniques.
* Educated customers on product features and promotions, enhancing customer satisfaction.
* Collaborated with merchandising teams to optimize in-store product displays.