

Sebastian Beltran

Frisco, TX
<https://www.linkedin.com/in/-sebastianbeltran>

(407) 590-1619
sebastianbeltran@my.unt.edu

PROFESSIONAL PROFILE

Marketing undergraduate with a consistent track record in innovative solutions, attention to detail and client-focused service. Adaptable and self-motivated, with an eager to learn attitude.

CORE COMPETENCIES

Communication | Collaboration | Leadership | Authenticity | Creativity

TECHNICAL SKILLS

Adobe Creative Cloud Suite | MS Office Suite | Canva | MS Dynamics (CRM) | Mail Chimp

EDUCATION

Bachelor of Business Administration in Marketing

University of North Texas, Frisco, TX

GPA: 3.88
Expected Graduation Date: May 2024

HONORS & AWARDS

President's List | President's List | Dean's List

Fall 2022 – Present

EXPERIENCE

Samurai Inti Martial Arts

September 2023 – Present

Marketing Assistant

Frisco, Texas

- Planned and developed 2 email campaigns, aimed to strengthen retention and increase enrollments, consisting of 20+ emails sent to 1000+ leads, maintaining +68% open rate.
- Overhauled sales pipeline, utilizing sophisticated Excel functions and formulas to streamline data entry, team communication, and display real-time data analysis of 1200+ leads and 40+ unique marketing metrics.
- Incorporated data entry automation to produce custom collateral, exercising curiosity and initiative, increasing reoccurring task efficiency by +7,900%.
- Designed and implemented promotional material, including 10+ posters and flyers, 3 post/rack cards, and various digital media communication, utilizing vetting and proofing processes to ensure consistency.
- Leveraged earned media strategies to enhance social proof across major digital platforms.

October 2021 – Present

Head Instructor

- Led a highly successful community outreach event, coordinating with 30+ volunteers and engaging 780+ students, raising brand awareness and increased exposure to target market.
- Coached 290+ students per week through effective mentorship, driving client engagement results through encouragement and enthusiasm, producing a retention rate of 95% within first year of role.
- Delivered 5+ informational promotional consultations per month to potential clients, increasing enrollment rate by 31% within first year of role.
- Enhanced customer satisfaction rates by +15% through implementing effective time management strategies to handle classes and customer service simultaneously, upholding commitment to achieving measurable results in engagement and satisfaction.

Dallas Stars

September 2023 – December 2023

Ticket Sales Intern (B2C)

Frisco, Texas

- Conducted 60+ sales calls daily, generating \$3,000+ in new sales revenue and surpassing self-created sales goals by leveraging product knowledge, problem investigating sales techniques, and critical thinking skills.
- Collaborated with group sales department and intern class, creating ideas for various lead generation opportunities, expanding sales funnel by 400+ leads.
- Maintained 500+ CRM database client accounts, enhancing effectiveness and abilities to prioritize workload.

BCA Firm

June 2023 – August 2023

Outbound Sales Intern (B2B)

Frisco, Texas

- Conducted outbound b2b sales meetings with construction managers daily.
 - Curated promotional brochure communicating company mission, services, and marketplace positioning.
 - Maintained 120 electronic client account records, ensuring accurate and up to date information for efficient client servicing and seamless collaboration within team.
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