

AVA THORINGTON

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EDUCATION

**California State University,
Monterey Bay**

**B.S. in Business Administration with a
Concentration in Marketing**

- Deans List
- **Relevant Coursework:** Professional Sales and Sales Management (B2B), Integrated Marketing Communication (Social Media Marketing), Market Research, Digital Culture (SEO, HTML, and Website Design), Global Marketing)

SKILLS

- Digital Content Creation and Management
- Social Media and Digital Marketing Strategies
- KPI Tracking and Data Analysis
- Customer and Community Relationship Management
- Team and Department Collaboration
- B2B Marketing
- Team Collaboration and Adaptability
- HTML/CSS/JS
- Excel
- Photoshop

PROJECTS

DENTAL INSTAGRAM ACCOUNT MANAGER

@Smiles.With.Ava

- Documented College Journey with an emphasis on dental hygiene
- Partnered with multiple dental and oral care companies
- Managed content creation, brand partnerships, posting schedules, and monitoring engagement utilizing KPI tools
- Successfully grew account driving both follower engagement and brand collaboration

WORK EXPERIENCE

Nannette Benedict Office DDS and Associates

MULTI-DEPARTMENT DENTAL ASSISTANT

May 2021 - May 2024

- **Operational Efficiency:** Provided essential production and time management assistance, ensuring smooth and efficient operations. Additionally, I provided training and support for new employees.
- **Departmental Collaboration:** Worked across multiple departments, contributing to various projects and gaining a holistic understanding of office functions.
- **Adaptability:** Demonstrated flexibility and problem-solving abilities by managing diverse tasks and responsibilities effectively.

Soquel Vineyards - Senior Capstone Project

TEAM LEAD

January 2024 - May 2024

- **Team Leadership:** Spearheaded the team project, established a team contract, organized meetings, and managed roles and documents.
- **Client Engagement:** Coordinated and facilitated regular meetings with the client to ensure alignment and clear communication.
- **Market Research:** Conducted comprehensive industry and competitive analysis, and interviewed potential customers to gather insights.
- **Problem Identification:** Identified key issues and gaps in the customer base through detailed market research.
- **Strategic Planning:** Developed a robust marketing plan to address identified problems and proposed solutions to retain current clients while attracting new ones.
- **Social Media Strategy:** Designed a targeted social media marketing plan with creative ideas for posts across various platforms to maximize reach and engagement

TAN

SALES ASSOCIATE

October 2020 - July 2021

- **Sales Execution:** Drove in-person and phone sales consistently achieving top performance in commissionable products and services.
- **Customer Relations:** Fostered strong relationships with new and returning customers, enhancing their overall experience.
- **Product Expertise:** Acquired extensive knowledge of various products and service options, providing informed customer recommendations.
- **Persuasive Marketing:** Utilized persuasive marketing techniques to drive sales and meet customer needs effectively.