

Chloe Imm

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Ohio University, College of Business | Athens, Ohio

May 2024

Bachelor of Business Administration

Major: Marketing

Minor: Business Analytics

Condurre Partners | Columbus, Ohio

June 2024 – October 2024

Senior Territory Manager

- Negotiated contracts and rate structures, achieving more than a 20% increase in profit margins while ensuring client satisfaction.
- Managed multi-channel sales initiatives, including direct sales, referrals, and email marketing, to maximize outreach and engagement.
- Developed and executed strategic sales plans within the assigned territory over my time.
- Proficient in using CRM tools and data analytics to drive sales strategies and measure performance.

Patra Jordan Jewelry | Sarasota, Florida

June 2023 – August 2023

Intern

- Captured and edited social media content/ads for the brand's pages that gained followers and attraction to the website, initiated sales, and worked with the CEO to meet company goals
- Engaged with customers and content creators to maintain professional working relationships and collaborate for campaigns
- Created a Faire account for the brand in efforts to reach more customers

Kappa Alpha Zeta | Athens, Ohio

March 2022 – May 2024

Event Planner

- Creates an environment for members to collaborate to further their networking, communication, and leadership skills
- Produce and manage all aspects of events, including budgeting, venue selection, vendor management, and logistics to ensure all expenses are within the organization's budget
- Attend weekly chapter meetings that include guest speakers and collaborations with alumni to discuss professional achievements and goals for my career

Business Cluster | Athens, Ohio

January 2022 – May 2022

Copeland Associate

- Studied finance, management, marketing, and management information systems to gain a perspective on the world of business
- Demonstrated communication, problem-solving, time management, and teamwork skills to effectively lead a team of five peers throughout two projects pertaining to travel, tourism, and leisure

Live Role Play | Athens, Ohio

October 2022 – October 2022

Sales Associate

- Learned and implemented a six-step selling process to drive business development
- Skilled in overcoming objections with the ability to use multiple approaches to help reduce perceived risk and demonstrate empathy with a customer
- Engaged in a virtual sales call evaluation requiring commitment for sale