

Caleb Aaron Fouss

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December 23, 2020

Marketing Intern, Pendo – London, UK

Instagram Resume URL: <https://flow.page/calebthependointern>

Human Resources

Dear Pendo Employer,

As an experienced marketing and business student with almost 2+ years of real experience, I am confident that the skills, experience, and knowledge I bring to the table are a perfect match for the Marketing Internship at Pendo in London, UK. I am results-driven and detail-oriented, with a passion for providing only the best experiences for consumers. I have extensive experience in customer advocacy and customer-business communication and a variety of management roles.

I believe I would be a perfect fit for the job as I love creating campaigns that speak directly to the consumer and showcase a product that would help improve their life. I have real-world experience in creating marketing campaigns for companies such as General Mills, The Look Within clothing, and Hydro-Vac, Inc. I am a small business owner that specializes in providing a variety of healthy vending machines to any business or university. By being passionate, positive, and in tune with Pendo, I feel I have a lot to offer.

Key achievements and skills:

- **Leadership & Management:** I am not going to settle for anything less than the best. I am an effective leader who can motivate and communicate excellently with my team, supervisors, customers, and I have an extensive track record. Transparency and honesty are guiding principles of mine.
- **Marketing Experience:** I have over two years of marketing experience specializing in business-customer communications. I successfully landed up-scale clients for my business through specific marketing techniques and assisted in the launch of a global clothing line. I analyzed various company's marketing effectiveness and implemented optimization strategies utilizing online analytics.
- **Personal Life, Passions & Goals:** I am extremely energetic and incredibly passionate about my life's different areas. I am currently an NCAA athlete and follow a rigorous exercise schedule and am a small business owner that has continued success. I am also immersed in the different social media platforms and the variety of campaigns they currently hold.
- **Communication & Adaptive Skills:** I possess strong verbal and written communication skills and can use them in various circumstances. I have experience and am knowledgeable in conflict resolution, organization, and giving or receiving feedback. I adapt quickly and have a strong desire to learn fast.

I welcome you to take the opportunity to look over my Instagram profile made specifically for the Pendo team in London, UK. I am confident that my combination of talent, ambition, and passions would be a valuable asset to the Marketing Internship at Pendo in London, UK, and I'd appreciate the opportunity to speak with you further. Thanks for your time, and I look forward to hearing back from you.

Respectfully, Caleb Fouss

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STRENGTHS PROFILE

A results-driven, consistently adaptable, strong empathetic leader and influencer exceptionally experienced in customer-business communications. Unique experience in social media campaign creation and marketing management.

SKILLS

Microsoft Word, PowerPoint, and Excel. Experience with Google Business and Google Analytics.

EDUCATION

Bachelor of Science – Business Administration

Anticipated Graduation – 2023

Minor: Marketing and Christian Studies

North Central University – Minneapolis, MN

GPA – 3.34

College of Business and Technology

NCAA Division III Baseball Athlete

Christian Life Academy – Farmington, MN

May - 2019

Athletics: Varsity Baseball - 4 years, MVP & MCC Award 4x

Academic Achievements: Honor Roll - 4 years

EMPLOYMENT HISTORY

General Laborer

May 2020 – August 2020

Hydro-Vac, Inc. - Lakeville, MN

- Operate Hydro-Vac trucks, digging equipment, and other general site tools and vehicles
- Operated pickup trucks and other company vehicles as required
- Ensured cleanliness and functionality of equipment regularly
- Change water hoses and perform minor repairs as needed
- Robust physical stamina for performing strenuous and repetitive tasks
- Managed company jobs daily to ensure excellent customer service

Business/Marketing Intern

June 2019 – May 2020

Hydro-Vac, Inc. - Lakeville, MN

- Initiated a revamp and modernization of the company's appearance
- Developed a new set of initiatives to increase the consumer base
- Assisted in the company's 30% increase in annual sales
- Implemented marketing techniques that form more to the individual client
- Increased social media marketing engagement by 10%

Customer Service Associate and Inventory Specialist

August 2017 – April 2019

Cub Foods - Lakeville, MN

- Increased consumer satisfaction through follow-up and evaluation of purchase
- Assisted in locating product for customers, including special orders
- Maintained an open and solution-minded approach at all times
- Conducted the store's incoming and outgoing truck deliveries
- Redesigned department product locations and appearance, entrusted with large responsibilities
- Fulfilled orders and processed questions for consumer, including wholesale clients
- Assisted and supported new department employees as needed

Achievements:

- Received many positive customer reviews and recommendations for my excellent service
- Recognition for my excellent leadership and product management
- Selected by Store Director to head the locations Garden Center

LEADERSHIP ENGAGEMENT

Currently functions as a Business Ambassador for North Central University.

- Passionately speaking on the “Do Something Initiative” at Business Ambassador events.

Recently launched an LLC and introduced “Fouss Vending, Fouss Ventures, LLC”, specializing in providing healthy snack, beverage, and hygiene product vending machines, as well as specially packaged foods for institutions and businesses.

- I have successfully landed large contracts for multiple vending machines with upscale clients.

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REFERENCES

- Bill Tibbetts
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