

DeLaynie Poindexter

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Skills

I am a dynamic and results-driven marketing and sales professional with a proven track record of driving business growth through innovative marketing strategies and strong project management. I am seeking a career in a sales position within an industry that provides opportunities for growth and challenges for my future endeavors.

Experience

Travertine Elevator Interiors / Project Coordinator

September 2024 - Present, Dallas, TX

I manage sales teams by overseeing material deliveries, vendor quotes, sample orders, and storage while also handling change orders, job permits, and SOP improvements. Through enhanced coordination and strategy, I have reduced project delays by 15% and increased social media engagement by 25%.

The Dallas Cowboys / Marketing Intern

July 2024 - September 2024 Oxnard, CA

I assist with Training Camp setup and breakdown, support Corporate Sponsorships and PR in player and fan experiences, and coordinate events for 1,000+ attendees. I build rapport and enhance engagement, skills that are transferable to client relationships.

The Regatta On Grand/ Waitress, Bartender

November 2020 - May 2024 Grove, OK

I served as a waitress and bartender at the Regatta on Grand, delivering exceptional service and managing customer orders in a fast-paced environment.

Matthews Real Estate Investment Services / Brokerage Intern

June 2023 - August 2023, Denver, CO

Assisted in sourcing over \$15M in potential real estate deals, conducting market analysis, and gaining expertise in Investment Sales, Leasing, market research, and Debt Financing.

Education

The University of Oklahoma / Marketing and Advertising

August 2020 - May 2024, Norman, OK

Awards

- Alpha Phi Sorority Alumni
- Page for Josh West at the Oklahoma Capitol
- Sower Academic Award Scholarship- Maintained a 3.5 GPA
- Member of the American Marketing Association at the University of Oklahoma
- Member of Echelon (Leadership Development)

