

KENDALL COLE

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DIGITAL MARKETING CANDIDATE

Motivated business student seeking an entry-level role as a Digital Marketing Assistant. Known for strong communication, campaign coordination support, data accuracy, and high-volume workflow management in fast-paced environments.

EDUCATION

University of Nevada, Reno, *Bachelor of Science in Business Administration*, Expected May 2029
Vista Del Lago High School, *High School Diploma*, May 2025

RELEVANT SKILLS

- Paid Social & SEM campaign support (entry-level)
 - Data accuracy & quality verification
 - Digital workflow coordination
 - Performance tracking & reporting support
 - Google Workspace & Microsoft Office
 - Customer behavior awareness
 - Task prioritization & deadline management
 - Team collaboration & communication
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EXPERIENCE

Olive Garden — Folsom, CA

To-Go Specialist | October 2024 – August 2025

- Managed phone, online ordering systems, and in-person pickups simultaneously, reinforcing digital platform navigation and customer funnel awareness.
- Maintained 95% order accuracy while working under peak-volume conditions, reflecting attention to paid media conversion quality and reporting precision.
- Balanced cash drawers and sales receipts, supporting experience in tracking daily revenue metrics and operational performance.

Expo | March 2024 – August 2025

- Coordinated workflow of 10–40 concurrent orders, ensuring accurate delivery execution similar to managing multi-campaign timelines.
- Conducted quality checks on plating, temperature, and order specifications, reducing customer return rates by 20%—mirroring ad creative and landing asset quality-assurance processes.

- Organized delivery trays for order batching and prioritization, improving team efficiency and throughput comparable to optimizing asset deployment for campaigns.

Host | September 2023 – August 2025

- Directed guest traffic and reservation queue systems while communicating with 6–15 servers per shift, demonstrating cross-team coordination and traffic flow optimization.
- Balanced seating allocations to maximize capacity efficiency—skills transferable to audience distribution and budget pacing models in paid media.
- Maintained real-time operational updates, improving guest satisfaction and overall service turnaround.

California North Referee Administration — Folsom, CA

Youth Soccer Referee | April 2021 – September 2022

- Led real-time decision-making for high-visibility competitive matches involving 50+ spectators, building confidence and professional communication under pressure.
- Collaborated with officiating teams to maintain 95% call accuracy, reinforcing accountability, fairness assessment, and compliance enforcement—core traits in advertising policy adherence.

CERTIFICATION

US Soccer Learning Center – Grassroots Referee Certification | April 2021

ADDITIONAL MARKETING VALUE

- Strong interest in digital campaign planning, ad funnel optimization, and A/B testing.
- Comfortable learning new marketing tools, dashboards, and performance reporting systems quickly.