

# CALIB LAWSON

Digital Marketer | Content Creator | Tech Specialist

## Education

Marketing Degree (Social Media Marketing)	Jan 2023 - Present
Southeastern University	Hammond, LA
Diploma	Jan 2021
Doyle High School	Livingston, LA

## Experience

Jan 2024 - Present

### Big Bad Bens Carwash

- Streamlined customer engagement for 400+ clients by facilitating **car wash service sign-ups & membership registrations**, enhancing customer experiences & loyalty
- Boosted customer satisfaction scores by 20% through **proficient sales processing & effective communication skills** coupled with extensive product catalog knowledge & problem-solving techniques
- Established regular cleaning schedules & organization systems, training staff to boost employee morale, enhance client perception, & **increase productivity** in a professional environment

Jan 2021 - Jan 2023

### MDL Premier Contractors

- Facilitated small-scale home building projects & restaurant repairs, enhancing customer experience & **significantly reducing maintenance costs through effective project management**
- Elevated property appeal by meticulously preparing apartments for sale, attracting more buyers through **keen attention to detail**
- Orchestrated cross-departmental organization of work areas that **reduced errors by 20%** & significantly enhanced team productivity

Jan 2019 - Jan 2021

### Livingston Hardware

- Resolved customer inquiries regarding product features & item locations, significantly enhancing customer satisfaction through **effective problem-solving** skills
- Enhanced customer satisfaction ratings & product visibility by implementing **visual merchandising techniques** to effectively restock merchandise & maintain store displays
- Championed exceptional customer service for 50+ daily interactions, driving a **10% increase in sales** & elevating customer satisfaction scores through effective communication & tailored support

## CONTACT

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📍 Springfield, Louisiana

## SUMMARY

Results-driven digital marketer with a strong background in social media strategy and content creation, leveraging platforms like Wix, AI programs and Canva. Proven track record of enhancing customer satisfaction by 20% through tailored service and effective communication. Experienced in project management within construction and customer engagement at high-volume service environments.

## Skills

- Wix
- Canva
- Social Media Marketing
- Game Design
- Building/Troubleshooting Computers
- Customer service
- AI
- Graphic design