

MICHAEL REED

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SUMMARY

Versatile professional with hands-on experience across marketing, customer service, and small business operations. Reliable team member known for taking initiative and solving problems on the spot.

EXPERIENCE

Marketing Assistant — XXX Company 2025 – Present

- Led marketing, PR, and client-event planning for a growing consulting firm, building a lead-generation database and organizing client events from the ground up.
- Developed marketing materials and ran a mystery-shopper program to evaluate customer service.
- Strengthened the firm's public image and improved consistency in how clients were treated across the business.

Event Entertainer — Self-Employed 2023 – 2025

- Built and ran a one-person entertainment business, booking events and managing all day-to-day operations.
- Handled sound and lighting setup, wrote original material, and managed scheduling, advertising, and finances.
- Built a steady base of repeat clients through consistent quality and professionalism.

Store Team Lead — ABC Retail 2022 – 2023

- Oversaw daily operations and a team of seven employees at a busy retail location.
- Managed cash handling, merchandise ordering, and creative product displays.
- Improved store presentation and kept the team focused on consistent customer service.

Customer Service Associate — XYZ Home Store 2021 – 2022

- Staffed the service desk, resolving customer concerns and processing returns.
- Supported inventory accuracy by working closely with the team on stock control.
- Helped keep customer complaints resolved quickly and inventory counts accurate.

EDUCATION

High School Diploma | Some college coursework — Accounting/Business

REFERENCES AVAILABLE UPON REQUEST