**MACI ROYAL**

**MACIROYAL.COM C:770-880-3599 MACIROYAL@ME.COM**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**OBJECTIVE:**

Energetic and motivated professional aiming to blend my knowledge in Public Relations and Communications with my passion for hunting and the outdoor recreation industry.

**SKILLS:**

* Social media platforms/proficiency
* CRM data management
* Excellent communication skills
* Strong customer relations
* Effective teamwork
* Microsoft office proficiency
* Adobe photoshop and Illustrator
* Data entry experience
* Strong Interpersonal skills
* Proud hunter

**EXPERIENCE:**

**D.R. Horton**

Conyers, GA

**Internet Sales Specialist and Sales Assistant August 2021 – June 2023**

* Specialized in the process of converting internet leads to onsite traffic/sales, as well as supporting the sales department by administrating various tasks and projects
* Managed all incoming internet leads from the company website, 800-numbers, and outside companies along with entering/updating all information into a customer management database
* Conducted all business in a professional and ethical manner to serve customers and increase the goodwill and profit for the company
* Generated new customer opportunities by prospecting and developing existing leads through telephone, email, and mail
* Generated a monthly analysis of divisional website traffic, hits, sources, etc.
* Coordinated mass mailing lists and the mailing of materials to prospective customers
* Converted qualified leads into office appointments with onsite sales representatives
* Exercised proper qualification skills to identify genuine leads that have the potential to become genuine sales opportunities

**GRR Holdings, LLC**

Cumming, GA

**Property Manager Assistant August 2019 – August 2021**

* Participated in family business of managing and selling investment properties in Georgia
* Met with prospective renters and buyers and scheduled appointments
* Guided property tours to potential renters and buyers
* Provided follow up calls to address questions and concerns to complete the rental/sales process
* Collected and managed monthly rental income
* Maintained clean, visually appealing, and safe properties

**Brand Ambassador/Promotional Staff Member**

Atlanta, GA

**Brand Ambassador January 2017-2023**

* Represented various companies including Realtree Outdoors, Gator Waders/Gator Waders HUNT, Pro Dog Outfitters, HARDY Facepaint, Duknutz Decoy Anchors, Silverside Outdoors, Dux Waterfowl, and others
* Improved social media presence using various platforms including Instagram, Facebook, Twitter, Snapchat and others
* Increased brand awareness by using and promoting specific merchandise, products, and gear in photographs and videos
* Attended and participated in outdoor industry tradeshows
* Devised creative strategies for improving customer awareness of companies and offerings

**Gander Mountain**

Valdosta, GA

**Sales Associate May 2017–August 2017**

* Assisted customers in their selection of outdoor and hunting products, equipment, gear, apparel, clothing, footwear, and firearms
* Provided superior customer service to all guests and customers
* Sustained merchandise standards and replenished merchandise as needed
* Maintained a clean and safe work environment

.

**EDUCATION:**

**BACHELOR OF ARTS: COMMUNICATIONS & PUBLIC RELATIONS**

Valdosta State University, Valdosta, GA August 2019

**ACTIVITES AND INTERESTS:**

* Hunting, Fishing, and the Outdoors
* Kappa Delta Sorority Alumni
* Lifelong Atlanta Braves Fan and Season Ticket Holder