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# CALEB LIENHARD

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(920)277.4830

PERSONAL BLOG

CALEBLIENHARD.COM

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## EXPERIENCE

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### MANAGER/RED WING SHOES

09/2020-Present

I performed basic customer services activities. On top of helping customers I make the schedule, update Quickbooks, do payroll, and conduct interviews for hiring employees.

### SALES ASSOCIATE/ ROGAN'S SHOES

04/2013-05/2019

I greeted and assisted customers when they walked into the store. I organized and stocked the inventory on the shelves. I also took payments from customers along with issuing refunds.

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## EDUCATION

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### MARKETING MANAGEMENT 2021

Western Technical College (La Crosse, WI)

Within the program I conducted a marketing research plan for Portrait Puzzles. In this assignment we performed a situational analysis, performed segmentation, and put together a marketing plan.

### DIGITAL MARKETING 2021

Western Technical College (La Crosse, WI)

Went through a marketing simulation that showed us the basics of social media marketing. In the simulation, we were given a weekly budget to schedule posts, promote posts, and schedule influencers.

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## SKILLS/ KNOWLEDGE

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- Customer Service
- Leadership
- Organization Skills
- Communication skills
- Time Management Skills
- Quickbook Knowledge
- Microsoft Knowledge