

Zuri Pettaway

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SUMMARY

Ambitious and detail-oriented English Literature major with a concentration in Professional Writing, seeking high-impact internship opportunities across consulting, writing, editorial, government, marketing, publishing, and technology sectors. Eager to apply a strong background in content management, strategic communication, and process improvement to contribute to the success of innovative projects and organizational goals.

EDUCATION

Southern New Hampshire University 2026
Bachelor of the Arts, English Literature and
Language with a Concentration in Professional Writing-
GPA: 3.93

COURSEWORK

Popular & Contemporary Fiction

Writing for Public Relations

Business Communication

Technical Writing Communication

Literary Theory

SKILLS

Process Improvement • Data-Driven Strategic Planning • Story and Content Idea Development • Report Writing and Presenting • Critical Thinking Skills • Excellent Communication Skills • Strong Interpersonal Skills • Copy Editing • Content Management • Communication Skills • Management • Project Management • Sales • Product Loss Prevention • Oversee Operations

WORK EXPERIENCE

North American Dental Group

Front Desk Coordinator

Dec 2022 - Jun 2023

- Enhanced patient satisfaction by implementing effective call management strategies and meticulous appointment scheduling, resulting in a 20% increase in satisfaction scores.
- Accurately managed daily financial transactions, ensuring proper insurance validation and producing precise end-of-day financial reports while maintaining strict confidentiality.
- Strengthened patient relations by providing empathetic communication and addressing inquiries with transparency, which contributed to a twofold increase in positive patient feedback.
- Maintained high levels of accuracy and efficiency in administrative tasks through proficient use of dental software and office productivity tools.

The Vitamin Shoppe

Key Holder / Assistant Manager (Contract)

Feb 2022 - Apr 2022

- Exceeded daily sales objectives, contributing to a 20% increase in overall productivity by effectively leveraging customer relationship management tools.
- Managed store operations during the absence of senior management, achieving a 20% rise in sales figures.

- Ensured store aesthetics and organization, enforced loss prevention protocols, and managed inventory with precise receipt processing and product pricing, improving store efficiency and customer satisfaction.
- Oversaw the store's social media channels, playing a key role in developing marketing strategies that enhanced brand visibility and sales.

CERTIFICATIONS

Salesforce Sales Operations, Salesforce	2022
Editing Mastery: How to Edit Writing to Perfection, LinkedIn	2023
Digital Marketing and E-Commerce, Google	2023

EXTRACURRICULAR ACTIVITIES

Inducted Member, National Society of Leadership and Success	2023 - Present
Book Club Member, Southern New Hampshire University	2023 - Present