

Jaire-Tariq DeAndre Richardson

Clarksville, TN 37040

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Creative Project Portfolio: <https://jairetariq.my.canva.site/>

Professional Summary

An eager and motivated student with 2+ years of experience in Business Development. Works toward furthering education and gaining more in-field experience. Seeks a position as a marketing professional with a growing company to utilize current interpersonal skills and innovative ideas. A desire to make a lasting contribution to an organization's impact in their market.

Skills

- Adaptability
- Problem-Solving
- Data Analytics
- Creativity
- Marketing
- Time Management
- Business Development
- Content Creation
- Estimation
- Proposal Writing
- Public Speaking

Education

Austin Peay State University

Bachelor of Business Administration, Marketing

Clarksville, TN

Expected May 2027

Professional Experience

University Landing Apartments – Campus Realty Management

Clarksville, TN

Leasing Professional

September 2024 – Present

- Develop and execute marketing and outreach strategies to attract prospective tenants, including social media and campus involvement.
- Assist with all leasing activities, including answering inquiries, processing applications, and preparing lease agreements.
- Coordinate community events and resident activities to foster positive tenant relationships and engagement.
- Respond to resident concerns, facilitated maintenance requests, and work to resolve issues in a timely manner.

Coyote Logistics, Inc.

Atlanta, GA

Business Development Representative

April 2023 – January 2024

- Developed and nurtured client relationships through targeted cold calls and ongoing communication, resulting in an average of 25 active clients per month and a total of 285 active clients over the course of tenure.
- Generated new business opportunities through creative and persistent methods.
- Created and delivered compelling pitches on the benefits of utilizing third-party logistics services, contributing to a 5% increase in monthly gross margin.
- Utilized a CRM system to document all client interactions and analyze business data, enabling the delivery of tailored solutions to improve client outcomes.

Intertek PSI

Kennesaw, GA

Business Development Representative

November 2022 – June 2023

- Developed and executed strategic sales plans to attract new clients and drive sales growth, expanding the customer base and increasing revenue.
- Assisted in proposal development by accurately estimating project costs, ensuring competitive and profitable bids.
- Developed targeted marketing materials that consistently attracted 2-3 new clients per month, contributing to business growth and brand visibility.
- Visited construction sites and engaged with superintendents to introduce new products and discuss pricing, leading to a 10% increase in revenue from the previous fiscal year.

JaireTariq, LLC

Atlanta, GA

Social Media Marketing Agent

October 2021 – August 2022

- Crafted and implemented the organization's social media strategy to boost brand awareness, enhance marketing efforts, and drive sales, utilizing platforms such as Instagram, YouTube, and Twitter.
- Utilized design and editing software, including Canva, Adobe Photoshop, and Adobe Premiere, to create engaging visual content for marketing and social media campaigns.