

# Isaiah D. Souffront, MBA

(931) 255-9181 | <http://www.isouffront.com> | [www.linkedin.com/in/isouffront](http://www.linkedin.com/in/isouffront) | [IsaiahDSouffront@yahoo.com](mailto:IsaiahDSouffront@yahoo.com)

## Education

LSU E. J. Ourso College of Business – Baton Rouge, LA

Graduation Date: December 2023

Master of Business Administration - MBA | Major: Business

3.3 GPA

Courses Taken Includes: Strategic Management, Operations Management, Marketing Management, Digital Marketing, Entrepreneurship

## Experience

**Corporate & Special Sales Account Manager** | BMW North America - Woodcliff Lake, NJ | **April 2023 – November 2023**

- Reviewed & reported on customer retention, business opportunities, and market trends, focusing on medium - long term sales goals
- Developed incentive payment processes with company financial and marketing departments for over **328 BMW Authorized Dealers**
- Generated 2,500+ Unique Leads that lead to over a **\$1M worth of BMW Vehicle Sales**, utilizing **Power BI & Salesforce** software
- Achieved a Lead Response Rate of **94% up 3% from year-to-date** while also achieving an **Average Closing Ratio of 16.8% per quarter**

**Content Coordinator** | Evanta, a Gartner Company - Dallas, TX | **August 2021-March 2022**

- Collaborated closely with **Program Managers** to create compelling event agendas as well as **Sales, Marketing, and Operations Departments** to ensure alignment with **event strategy** and **delivery**
- Created and revised marketing and communication copy, introductions to **conference media clips, session abstracts and corporate executive bios** after conducting phone interviews with **C-level Executives and Conference Keynote Speakers**
- Responsible for data integrity across company **Phoenix Data CRM** and **Power BI** data files to ensure optimal use of information for reporting, new business & retention efforts
- Achieved an average **Attendance Rate of 65% up 4% from year to date** while also achieving an **Average Participant Surveys of 80% per conference**, servicing **BISOs, CDOs, CHROs, CIOs, and CISOs** throughout the **United States and Europe**

**Web Content Manager** | The Neiman Marcus Group - Dallas, TX | **October 2019-April 2020**

- Collaborated with Creative Design team to collect and export **online editorial content** for online **homepages, landing pages, banners, graphic-headers, and digital look-books** while developing web experiences within the **Contentful CMS** platform to accurately match editorial content mockups
- Developed in-depth knowledge of web design and wireframes utilizing **Adobe AEM, Photoshop, Dreamweaver, InDesign, HTML, and CSS for Email Marketing Campaigns**
- **Coordinated with Copywriters, Graphic Designers, and Merchants** to ensure website/app content reflected business objectives by displaying strong editing skills and a solid understanding of web content rules and regulations, **ultimately improving product search visibility by 55% and increasing sales by 30% year to date**
- Performed **competitive analysis** to offer proper recommendations that drove **business growth and improved customer experience by 40%**

**Project Management Coordinator (Creative Services)** | Allison + Partners - Dallas, TX | **June 2019-October 2019**

- Met with fortune 500 company clients to take detailed ordering briefs and clarify specific requirements of each project while **collaborating with Art Directors, Graphic Designers, and Company Partners to create presentations, case studies, and content designed to accelerate business momentum**
- Assisted in developing campaigns **aimed at acquiring customers which included, business strategies, customer messaging, and marketing events ultimately increasing client engagement and activations**
- **Tracked project performance, while assisting in executing marketing related tasks** specifically to analyze the successful completion of short and long-term campaign goals measuring efficacy against key performance indicators
- Performed periodic quality control evaluations of digital and physical design assets utilized for **client go-to-market strategies, campaigns for new products, and feature launches**

**Digital Marketing Coordinator** | Fairfield Residential -Dallas, TX | **August 2017-January 2019**

- Partnered with the Regional Marketing Manager to manage the strategy of SEO/ SEM, geo-targeting and retargeting campaigns generating on average **7k+ unique website visitors and 200 in person visits monthly**
- **Managed paid social media ads**, primarily via Facebook and Instagram, by identifying target markets, creating user personas and implementing segmentation, **increasing Inwood Station Apartments property's online reputation rating by 34% over the industry standard**
- Performed rigorous A/B testing, which improved the conversion rate of landing pages leading to over a **\$2 million of apartment sales**
- Automated marketing KPI reporting using **Power BI, Tableau, and Google Analytics** saving roughly 6 hours of manual work each week