



Jack Pate

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316.706.7985

EDUCATION

Bachelor of Business Administration, Marketing May, 2024
Emphasis in Digital Marketing Wichita State University, Wichita, KS

SKILLS

Google Analytics, HubSpot, Design Thinking, Customer Experience, Data Analysis, Written and Verbal Communication, Social Media Marketing, Marketing Strategy, Interpersonal Skills

EXPERIENCE

Retail Banking Specialist

Citizens Bank of Kansas, Wichita, KS May 2023-Present

- Processed customer transactions, including deposits, withdrawals, and account transfers, with precision and adherence to security protocols.
- Promoted bank products and services, identifying opportunities to cross-sell and enhance customer engagement.
- Provided friendly and efficient service, addressing customer inquiries, and resolving issues promptly to ensure a positive banking experience.
- Established relationships with customers and co-workers

Sales Specialist

Recreational Equipment Inc., Wichita, KS July 2020- April 2023

- With one-on-one personalized servicing, delivered in-depth information on product features so customers could make educated decisions before purchase
- Increased store membership base by over 200 members
- Greets customers, helps customers complete purchases, locate items, and deliver excellent customer service
- 2022 Anderson Award Nominee, a peer-voted award that highlights employees who showcase exemplary work with both customers and team members.

CERTIFICATIONS

Google Analytics February 2024
HubSpot Email Marketing February 2024
HubSpot Social Media Marketing October 2023

RELEVANT COURSEWORK

Digital Marketing | Strategic Marketing Management
Customer Experience Design Strategy | Consumer Behavior
Design Thinking and Innovation | Social Media Marketing