

# Elexes Coleman

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## SEO ANALYST

### Business Growth | Relationship Management | Sales Leadership

Goal-oriented, Ambitious, and Results-driven Leader with a growing knowledge and experience developing search engine optimization strategies as well as engaging social media content. Working with cross-functional teams to complete projects with accuracy and efficiency; developing strategies to create and manage client relationships. Asset to any organization consistently exceeding targets optimizing each opportunity.

#### CORE COMPETENCIES

*Training & Development • Customer Engagement Strategies • Sales Strategies • Content Development • KPI Improvement • Sales Management • SEO • Relationship Nurturing • Network Outreach • Consultative Selling • SMB • Account Management • Customer Service • WordPress • Sales Presentations • Negotiations*

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## PROFESSIONAL EXPERIENCE

### **EasyHealth, South Bend, IN**

Aug '21–Present

*EasyHealth is an organization aimed at providing healthcare and life insurance coverage options to individuals and delivering on a disruptive approach at increasing accessibility to plans.*

#### **Licensed Insurance Producer**

- Receive and complete 30-40 inbound/outbound calls per day to clients interested in providing life insurance and final expense protection for their families.
  - Increased sales conversion from 4.8% to 10.9% over the span of 2 months leading to over a 70% growth in sales production with 10-12 applications written weekly producing over \$30K-\$40K in annual premium.
  - Nurtured and continued to build relationships with existing clients following one-call close processes and completing follow-up calls and emails to ensure policy in-force rate was met and drive referrals from the current book of business.

### **Get the Job LLC, Tampa, FL**

Oct '19–Present

*Get the Job LLC is a growing resume writing and career coaching organization in the United States that will help you develop a fully customized resume and strategic job search plan.*

#### **Owner / Lead Resume Writer**

- Source and utilize leading business development/marketing strategies to source for career coaching and resume clients.
  - Craft fully personalized resumes and professional branding documents that includes LinkedIn profile optimization, cover letters, and professional biography.
  - Build and foster industry/network relationships with recruiters and decision-makers within both large and small organizations to increase client activity and engagement.
  - Grew organic social engagement by 85% in 4 months through targeted MailChimp, Facebook Ads, and Google Ad campaigns.

### **Find My Profession, Inc., Tampa, FL**

Sep '18–Apr '20

*Find My Profession is a leading resume writing company providing executive job search management services.*

#### **Executive Account Manager/Content Writer**

- Develop and maintain strategic relationship / partnerships with c-suite and executive level clients to professionally manage their job search.
  - Managed between 5-8 clients writing and optimizing LinkedIn profiles and resumes for professional branding.
  - Used cold outbound prospecting procedures to build and foster partnerships with decision-makers and hiring managers in over 20 industries to secure client interviews.
  - Developed content pieces for the company blog utilizing SEO strategies through SEM Rush, implementing backlinks to related content, and keyword optimization.

**Aston Carter at Aerotek Fort Wayne, IN**

Aug '17–Jan '18

*Aston Carter is a distinguished global provider of recruitment and staffing services to companies requiring highly specialized business professionals.*

**Financial Recruiter**

- Foster relationships with key clients to identify top talent to companies requiring highly specialized accounting, finance, governance, risk, and compliance business professionals.
  - Developed outreach campaigns involving networking events, social media marketing, and candidate referrals with the Account Manager to increase candidate pipeline and traffic.
  - Identify and qualify candidates while maintaining high standards through proactive prospecting and inbound calls.
  - Evaluates basic prospective financial representative information as part of the screening process while maintaining a pipeline for future client need.

**Verizon Wireless Mishawaka, IN**

Oct '14–Mar '17

*For more than 20 years, Verizon has been at the center of the communications revolution.*

**Solutions Manager****Solutions Specialist**

- Implemented and oversaw daily sales, customer service, and operations supervising eight team members; reported to the General Manager ensuring the alignment of individual and team goals with corporate objectives. Enact sales and operational strategies to drive growth through development and reinforcement of industry leading practices.
- Coached, nurtured and professionally developed new employees with the skills needed to maintain exceptionally high levels of service in an orderly, safe and energized workplace.
- Established safe, professional and productive working environment; held accountable for effectively managing floor operations; proactively took part in the Next Leader Up Program in which created a positive and nurturing team culture.
  - Achieved and exceeded sales goals leveraging product knowledge and client relationships for company's services; ensured timely and accurate, two-way communication with clients.
  - Assumed responsibility for maintaining inventory levels that ensure operational effectiveness and optimum performance; conducted evaluations and forecasts of store performance.

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**EDUCATION, TRAINING & TECHNICAL SKILLS**

Indiana University, Bloomington, IN

**Bachelor of General Studies****Concentration: Human Resources and Business Management**

Minor: Health Administration

**Google Ads, SEO, , Facebook Ads, GoDaddy, MailChimp, Canva, Hootsuite, Zendesk****RELATED CERTIFICATIONS & LICENSES****Search Engine Optimization Specialization**

Offered by UC Davis - Coursera