

Brennen Wohlford

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SELECTED EXPERIENCE

Red Bull, Lincoln — Sales Activator

FEBRUARY 2023 - PRESENT

Increase product sales and visibility in retail accounts by improving in-store presence, managing promotions, and building relationships with retailers to ensure optimal product placement and availability against competitors.

Drive collaborative relationships with internal and external customers and stakeholders.

Establish and maintain friendly and professional relationships with customers to increase sales and selling space.

Hy-Vee, Lincoln — Store Clerk

JULY 2014 - FEBRUARY 2023

Provided quality customer service while maintaining an orderly work environment with fellow employees.

Lincoln Saltdogs Pro Baseball, Lincoln — Gameday/Sales Intern

MAY 2019 - SEPTEMBER 2019

Enhanced fan experience throughout the stadium with innovative promotions.

Utilized various sales techniques including cold calls, maintaining ticket records, and promoting specials/discounts to customers.

EDUCATION

University of Nebraska, Lincoln — Broadcasting/Sports Media Communications

AUGUST 2016 - PRESENT

Associates Degree working towards Bachelor's degree.

Broadcasted Football, Basketball, Baseball, and Softball games on BTN+ and radio.

SELECTED SKILLS

- Proficient in Microsoft suite.
- Proficient in Adobe suite.
- Communications
- Leadership
- Event Management
- Content Creation

SELECTED AWARDS AND ACKNOWLEDGEMENTS

Eagle Scout with Boy Scout Troop 412

Fraternity President of Theta Xi Fraternity

Risk Manager of Theta Xi Fraternity

LANGUAGES

English

Intermediate Spanish