

Dawson C. Davis, MBA

110 Brandywine Trail Carrollton, Ga. 30117 | (404) 491-6321 | reachdawsond@outlook.com

OBJECTIVE

A highly motivated, student focused candidate seeking a challenging and dynamic full-time position that leverages my persistent work ethic, self-motivation, and strong collaborative mindset. Eager to contribute my diverse skills and knowledge gained through my MBA program and professional experience in student affairs. Committed to embracing lifelong learning while enthusiastic about joining a forward-thinking organization where I can make meaningful contributions, continuously learn, and grow within a collaborative and innovative professional environment.

EDUCATION

University of West Georgia	July 2024
<i>Masters of Business Administration (Digital Marketing)</i>	4.0 GPA
University of West Georgia	May 2023
<i>Bachelors of Business Administration (Management)</i>	3.73 GPA
<i>Beta Gamma Sigma Recipient, Presidents List 3x, Dean's List 3x, Dean's Leader Council</i>	

EXPERIENCE

University System of Georgia, Student Affairs	June 2024- Present
<i>Help Desk Representative</i>	

- Deliver Tier 1 support to prospective, current students, faculty, and staff via phone or live chat across 21 different institutions across the state of Georgia.
- Led efforts in professional development of student assistants in our Help Desk to ensure personal growth.
- Conducted Data Analysis of Help Desk records in Salesforce to find negative trends in our customer service to resolve issues before they expand.
- Oversee and manage 7 student assistant workers daily.
- Led webinars totaling to 178 students across one semester to provide up-to-date information regarding our services and to provide a seamless online experience to students.
- Created and Maintained Salesforce Dashboards that gamified our Help Desk to provide a friendly competitive workplace to increase moral.
- Created and Maintained Salesforce Reports that assisted administrators on our stress points in the Help Desk to maintain a helpful team of agents.
- Collaborate and led efforts in Training Student Assistants as additional help desk representatives
- Maintain accurate records of all Help Desk tickets using Salesforce.
- Assist in creating and maintaining the eCampus Knowledge base
- Process HD reports to ensure alignment between calls, chats, and tickets.
- Perform other duties as assigned.

University System of Georgia Academic & Strategic Initiatives **Aug. 2023 - May 2024**
Digital Marketing Assistant (Graduate Assistant)

- Assisted in creating collateral material for eCampus and partnering institutions
- Assisted in creating social media content for eCampus socials
- Assisted communications manager in developing social media campaigns
- Scheduled and correlated social media content with professors and students
- Use of the Adobe Suite such as Premiere Pro, Photoshop, Illustrator, and InDesign
- Created a social media content plan for eCampus socials
- Use of data insights to use informative decisions on which posts perform well, and replicate the formula
- Rigorously and thoroughly research social media trends to cultivate a growing expertise in content delivery best practices
- Placed orders for print collateral

University System of Georgia Student Services, Student Affairs **Sept. 2022 - Aug. 2023**
Senior Student Assistant

- Perform the duties of Student Assistant III
- Created onboarding training programs for new student assistants, collaborating closely with Help Desk Supervisors to ensure comprehensive skill development and operation understanding.
- Managed the eTesting Ticket Tracking system with exceptional efficiency, consistently achieving a high completion rate each semester
- Orchestrated the scheduling of student assistants in coordination with Help Desk Supervisors, optimizing team productivity and ensuring seamless operational flow
- Serve as *Student Assistant Liaison* eCampus Student Success and Administrative Help Desk staff meetings
- Contributed as a vital member of the search committee for Student Assistant hiring, leveraging judgment and insight to select top candidates and help shape the teams future
- Engaged in direct communication and problem solving for GOML inquiries and outreach.
- Develop and implement comprehensive training guides for new Student Assistants, laying the groundwork for their success and continuity in operations.

University System of Georgia Student Services, Student Affairs **Dec. 2020 - Sept. 2022**
Student Assistant III

- Provided guidance to students on utilizing the GoView platform, facilitating seamless access to courses and enhancing their learning experience
- Documented emerging student issues and ensuring accurate tracking and resolution, which contributed to improved service quality and student satisfaction
- Assisted students in troubleshooting issues with various third-party software
- Collaborated effectively with eTesting and eFaculty teams to address and fulfill student needs, underscoring a commitment to teamwork and the enhancement of the educational environment
- Supported the Help Desk Supervisors with additional projects.

SKILLS

- Communication Within Team Environment
- Organization
- Time Management
- Creative Minded
- Adaptability
- Persistent
- Self-Motivated
- Collaboration

SOFTWARE

- Google Drive (Docs, Sheets, Powerpoint)
- Gecko Engage
- Salesforce
- D2L/Brightspace
- Qualtrics
- SPSS
- Onedrive

EXTRA-CURRICULARS

University of West Georgia

Management Club

President	Jan. 2023 - May 2023
Membership Director	Aug. 2021 - Dec. 2022
Member	Aug. 2021 - May 2023

- Led the enrollment process for prospective members, providing personalized guidance and support, thereby enhancing the onboarding experience and club growth
- Demonstrated meticulous accuracy in bookkeeping enrollment numbers, ensuring data integrity and supporting strategic planning efforts
- Crafted engaging emails to coordinate meetings with members, effectively boosting participation and fostering a vibrant club community
- Maintained regular communication with eBoard members, strategizing on initiatives to increase retention and membership numbers
- Served in search committee for eBoard Members
- Designed impactful marketing materials, including posters and TV ads, significantly raising club visibility and attracting new members.