

David Stanton

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📍 New Jersey (open to relocation)

About

Experienced business professional with a proven track record of driving revenue growth and leading teams to exceed customer expectations. Skilled in developing innovative marketing strategies, managing high-performing teams, and project management. Passionate about crafting compelling brand stories that inspire action and build lasting relationships.

Experience

Customer Experience & Brand Specialist

Verizon Communications Inc. | 2025 - Present

- Enhanced brand sentiment and customer loyalty by delivering personalized, high-value experiences that consistently generated high Net Promoter Scores (NPS) and customer satisfaction ratings.
- Drove customer advocacy and long-term value by employing consultative selling strategies and relationship management to deliver tailored solutions.
- Utilized influential communication and objection handling to successfully mitigate customer friction points, protect brand reputation, and ensure optimal business results.

Sales Enablement Leader | Marketing Development

Best Buy Co. | 2020 - 2025

- Led marketing and sales strategies that drove double-digit revenue growth, increased customer satisfaction by 40%, and fostered brand loyalty. Effectively led and mentored a high-performing team of 30+ members.
- Consistently ranked among the top 1% of Best Buy's 100,000+ employees, with frequent top 10 placement based on revenue and key performance indicator (KPI) metrics.
- Total ownership of departmental P&L, maximizing profitability through problem-solving initiatives and conducting employee performance reviews to foster employee growth.
- Developed and led a regional onboarding process focused on customer-centric sales strategies driving double-digit YoY growth.
- Analyzed consumer insights from Net Promoter Score (NPS) and survey data to develop and implement actionable strategies that drove significant sales growth and improved customer satisfaction.

Sales Team Leader | Sales Trainer

Best Buy Co. | 2015 - 2020

- Anticipated guest needs in both B2B and B2C environments; crafted memorable experiences through personalized interactions and proactive problem-solving in a high-volume environment; earned six Best Buy awards for consistently exceeding customer expectations.
- Trained new Sales Team Members on strategies and techniques to create world-class, memorable customer experiences, fostering lifelong customer relationships.

Marketing Specialist

Atlantic Coast Recycling | 2018 - 2019

- Reimagined brand identity across websites, social media, promotional materials, and trade show displays, leading to a 10% increase in engagement.
- Developed YouTube Channel Strategy that resulted in a 15% increase in average watch time and a 10% rise in subscriber count.

Founder, President

DECA Inc. (Rider University Chapter) | 2015 - 2020

- Founded and led a 150+ member DECA chapter with a \$20,000+ annual budget, overseeing four Chapter Officers.
- Developed and executed integrated marketing campaigns spanning digital (website, YouTube, & social media) and traditional channels (print & events), resulting in 4,000+ impressions and two campus awards.
- Directed content lifecycle strategies to ensure all metadata and creative assets strictly adhered to brand standards and platform policies, protecting brand integrity while driving audience growth.
- Project managed large-scale events and collaborated with C-Suite executives from Fortune 100 and 500 companies to develop and host networking events, consistently exceeding attendance goals.
- Top 10 International Finalist at DECA's competitive annual conference, earning three awards for creative marketing strategies.

Skills

- Traditional & Digital Marketing
- Microsoft Office
- Google Workspace
- YouTube channel ops
- SAP CRM Software
- Google Ads & Analytics Tracking
- Salesforce
- Graphic Design (Adobe Products)
- SEO & CRM
- Project Management
- Sales & Relationship Building
- Customer Experience
- Team Building & Leadership
- Strategic Orientation
- Event Planning
- Web Design
- Recruiting & Onboarding (IBM Kenexa & Workday)

Education

Rider University | 2015 - 2019

BS - Marketing & Business

DS

