

Waylon Burdette

waylonburdette0@email.com | (831) 588-2043 | www.linkedin.com/in/waylon-burdette

Education

University of Nevada, Reno — Bachelor of Science in Business

Expected Graduation: June 2029

Pacific Collegiate High School — General Education Diploma

Relevant Experience

Adorable French Bakery — Santa Cruz, CA

Sales & Revenue Associate | Oct 2024 – June 2025

- Generated revenue growth of **15% at Princeton Plaza market** by optimizing product presentation and customer engagement strategies
- Analyzed customer purchasing behavior to recommend products, increasing average transaction value
- Managed daily cash handling and sales tracking in high-volume market environments
- Delivered personalized customer service to **65+ customers daily**, improving repeat business and customer satisfaction
- Reduced product waste by coordinating donation of unsold goods, supporting cost-efficiency initiatives

Marini's at the Beach — Santa Cruz, CA

Sales Associate | Mar 2023 – Sept 2024

- Increased sales by **10% at the Nut Cart** through proactive promotion and upselling techniques
 - Assisted high-volume customer flow, serving **hundreds of customers daily** while maintaining accuracy in transactions
 - Organized inventory and product displays to improve operational efficiency and visual merchandising effectiveness
 - Applied basic pricing and quantity calculations to ensure accurate sales and minimize loss
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Core Skills

- **Data-Driven Decision Making** – Used sales trends and customer preferences to increase revenue
 - **Revenue Growth & Sales Strategy** – Proven ability to boost sales through marketing and engagement
 - **Customer Insights & Relationship Management** – Strong ability to understand and influence buying behavior
 - **Financial Responsibility** – Experience with cash handling, pricing, and transaction accuracy
 - **Time Management & Accountability** – Efficient in fast-paced environments with strong ownership of results
 - **Collaboration** – Effective team contributor focused on achieving business goals
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Leadership & Volunteer Experience

Santa Cruz Mountain Trail Stewardship

- Completed 20+ hours annually maintaining public trails, demonstrating consistency and responsibility

Boy Scouts Volunteer Work

- Contributed to community improvement projects, including playground restoration and facility maintenance
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Additional Information

- Interested in **finance, marketing analytics, and business strategy**
- Strong work ethic with a focus on measurable results and continuous improvement