

VICTORIA PAUL

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EDUCATION

Auburn University, Auburn, AL

Fall 2026

BA in English: Professional and Public Writing, Marketing

EXPERIENCE

Great Wolf Lodge, LaGrange, GA

2025 - Present

Guest Services Supervisor

- Supervised daily front desk operations, ensuring smooth check-in and guest service standards
- Handled guest concerns, coordinated with departments, and ensured service excellence
- Coached and supported team members through feedback, scheduling, and performance management
- Maintained organized, safe front desk areas while monitoring inventory, equipment, and compliance

Dick's Sporting Goods, Opelika, AL

2021 - 2024

Sales Manager

- Drove store sales by engaging with customers, showcasing product knowledge, and recommending sporting goods to meet their specific needs.
- Exceeded monthly sales targets for 18 consecutive months and earned recognition as top sales manager in the district.
- Led product demonstrations for new inventory, upselling premium sporting equipment, and increasing average transactions.
- Interviewed, trained, and mentored the sales team, boosting overall team sales performance by 25%.
- Worked with the merchandising teams to optimize store layout and product placement, resulting in a 10% increase in foot traffic and impulse purchases.
- Built strong and loyal customer relationships through personalized service, which led to an increase in repeat business and customer referrals.

Max Fitness, Auburn, AL

Sales Representative & Maintenance Manager

2020 - 2021

- Secured new memberships by coordinating fitness consultations and demonstrating the value of various packages, leading to an increase in sales.
- Achieved top performance in member sign-ups and upsell opportunities, consistently surpassed monthly targets.
- Spearheaded outreach initiatives, including cold calls and partnerships with local businesses and fraternities, resulting in community presence and more foot traffic.
- Ensured all fitness equipment was properly maintained and in top condition, contributing to uninterrupted operations and member satisfaction.
- Optimized the gym layout and cleanliness, creating a welcoming and safe environment.
- Orchestrated events and promotions with the fitness team, boosting engagement and overall gym attendance.
- Monitored vendor contracts for equipment servicing, negotiated terms, and reduced operational costs.

ADDITIONAL EXPERIENCE

Waters Farm, Auburn, AL

Local Marketing Coordinator

2024 - Present

- Present Waters Farm's land rental opportunities and services to local farmers and agricultural businesses.
- Develop marketing strategies to advertise the Waters Farm Hunting Club.
- Assist with farm events, tours, and educational workshops, promoting them to the local community.
- General farm tasks, such as signage placement, welcoming visitors, and seasonal activities.

SKILLS AND INTERESTS

- *Language: Fluent English, Beginner Spanish, Beginner ASL*
- *Technical: Microsoft Office Suite (Excel, Word, Outlook, etc.), Technical Writing, Social Media Management, Affinity (Designer, Publisher, Photo), Various POS & CRM Software, Email & Social Media Marketing*
- *Interpersonal: Negotiation, Recruitment & Interviewing, Adaptability, Relationship Building*
- *Organizational & Business: Time management, B2B Sales & Lead Generation, Strategic Planning, Resource Allocation*