

# MALCOLM-OMARI DAVIS

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I am a strategic marketer who is hardworking and an ethical performer. I am goal driven and obtain an unmatched preserving mindset, which allows me to excel professionally past my peers.

## EXPERIENCE

**DECEMBER 2021 – PRESENT**

**OCALA, FL**

**PARTNER/CO-FOUNDER, I.L.C.F (IVEY LEAGUE CONSULTING FIRM)**

- Develop marketing strategies for new and existing business to directly grow in sales
- Manage 8 business accounts ranging from music, fashion, and hospitality
- Create relationships with current clientele in order to further business relations and meet our determined business goals

**JANUARY 2019- PRESENT DAY**

**OCALA, FL**

**CHIEF EXECUTIVE OFFICER, OCALUMNI CORPORATION(501C3)**

- Oversee all productivity for events, partnerships, and community-based works
- Create new ways to instill community togetherness and post-secondary education throughout Marion County, FL (375k+ Population)
- Assembled and facilitated tasks to a team of voting & non-voting members, accountants, legal representatives, social media directors, as well as an advisory board

**JULY 2022- JUNE 2023**

**OCALA, FL**

**CUSTOMER SERVICE REPRESENTATIVE, CITY OF OCALA**

- Greeted customers and guided all guests to their correct locations inside the entire customer service office.
- Assisted customers with connection, disconnection, transfer, and installation services
- Assisted customers with credit card, cash, and check payments
- Investigated customer inquiries regarding water, electric ,sewer, waste, storm water, and billing, and make adjustments as necessary

**SEPTEMBER 2017 – SEPTEMBER 2020**

**TALLAHASSEE/GAINESVILLE, FL**

**ADMINISTRATIVE REPRESENTATIVE, ENTERPRISE HOLDINGS**

- Arranged and altered reservation contracts for customers, employees, and state workers
- Established and maintained centralized files
- Initiated rental contracts based for customer reservations
- Provided customer resolution and general assistance

- Handled returns, check-ins and exit kiosk transactions
- Responsible for notifying management of vehicle problems and the required vehicle maintenance
- Sold vehicle upgrades, insurance options, fuel options, and equipment such as GPS

**OCTOBER 2015– SEPTEMBER 2017**

**OCALA, FL**

**SHIFT MANAGER, FREDDY'S FROZEN CUSTARD AND STEAKBURGER**

- Responsible for counting registers and delivering bank deposits
- Trained new employees and tracked their 90-days success
- Created weekly schedules
- Formulated staff hours for payroll
- Served as liaison for community outreach
- Made sure all food and malts were served at company standard

## EDUCATION

**JULY 2020**

**FLORIDA INSTITUTE FOR POLITICAL LEADERSHIP**

CAMPAIGN SCHOOL & COMMUNITY LEADERSHIP (PROGRAM)

**JULY 2020**

**COLLEGE OF CENTRAL FLORIDA**

SMALL BUSINESS MARKETING

**APRIL 2020**

**FLORIDA ATLANTIC UNIVERSITY**

HOSPITALITY & TOURISM MANAGEMENT

## SKILLS

- Knowledgeable of Microsoft Office suite (Outlook, excel, word, and power point)
- Customer service
- Customer relationship building
- Critical decision making
- Public speaking
- Multi-tasking
- Sales
- Event planning
- Management
- Digital editing
- Marketing

## ACCOLADES

**Individual**

- In 2020 was awarded with Ocala Magazine 40 under 40. Selected for being one of the 40 most top influential people under the age of 40, in the city of Ocala which was ranked #6 most moved to city in America.

### **As CEO**

- Created **Marion County Alumni Weekend** a fun educational based weekend that encourages people who left Marion County to come back and educate grade school students along with their families about post-secondary opportunities and positive living.
- Created **Community Day** a day arranged for the west side community of Ocala, FL. Community Day consists of voter registration drive, small business expo, back pack drive, and family appropriate entertainment
- Created **Ocalumnigh**t a night that consists of community members fellowshiping together by way of panel discussions, watching culturally relevant movies, learning life changing information.
- Assisted the City of Ocala parks & recreations with their annual Halloween event **Boo Bash** which since 2019, over 1700+ kids were serviced
- In 2020 replaced Publix grocery store as a sponsor and coordinate volunteers for the City of Ocala parks & recreations annual Christmas event **Santa's Calling** which we called 1000s of children in the Marion County community
- In 2019 partnered with Vanguard high school to host the 46<sup>th</sup> annual **Kingdom of the Sun** basketball tournament regarded as the former 2<sup>nd</sup> largest high school boys' basketball tournament