

Deborah Allston

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Sustainability

Business Development Consultant Don't Waste Durham (Durham, NC) 2017-Present

- Execute development strategy for take-out container service
- Recruit new subscribers; oversaw recruitment strategy and guided program growth from 400 subscribers to 1000 subscribers in 12 months for membership-based service
- Increase restaurant involvement from 12 to 30 partners in 12 months
- Market program at monthly large-scale regional events of up to 1,000 attendees, including food truck rodeos, makers markets, community events, and tabling at America Recycles Innovation Fair
- Create and maintain relationships with local grocery stores; augmented municipal infrastructure for local recycling; consulted with service-based composting company
- Co-wrote four Sustainable Infrastructure grants totaling \$10,000 in 12 months; authored finalist application for the MIT Solve-Circular Economy Challenge for international summit

Agricultural Research Chemist BASF Corporation (Durham, NC) 2011-2014

- Directed employee-based volunteer group with five leadership team members, 30 active volunteers, and 350 employees in campaigns, projects, and workshops for sustainability initiatives
- Created and managed quarterly information campaigns with internet-based and print materials for promoting behavior change, such as recycling, conservation, and composting
- Designed solution-oriented project proposals of \$25,000; lobbied for funding to support sustainable solutions, met quarterly with Vice President, monitored campaign progress
- Collaborated with stakeholders for project implantation and results, including Facilities Management, Catering Contractor, Executive Team, and company-wide Town Halls
- Planned and lead Annual Sustainability Expo, organized 50 vendors for tabling, managed traffic low and registration for 350 attendees, delegated volunteer roles to leadership team members

Real Estate

Broker/Realtor 2014-2019

- Ranked among top-two individual Real Estate Agents in 100-person firm from 2016-2018 for closing the most transactions annually in residential resale, new construction, land acquisition, and investment properties
- Sold 24 properties per year on average
- Built personal brand with online presence and engagement events
- Generated content and posted three times per week to 2,000 followers on Instagram and Facebook
- Developed and maintained personal website for managing client referrals; fielded inquiries from new leads as well as 80% referrals from past clients and personal contacts
- Wrote weekly blog posts regarding Real Estate Market trends, home maintenance, and financing
- Hosted monthly client appreciation events for up to 200 attendees
- Managed 204 transaction closings in one month including property searches, showings, contract writing, buyer/seller negotiations, inspections, repair requests, and financing

Education

2010 Bachelor of Science in
Environmental Science,
Concentration:
Marine Science and
Ecology
University of North
Carolina at Chapel Hill