


Kanyen Sherwood

Brand Manager



Marketing
Made
GRAND

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EDUCATION

Western Washington University, Bellingham, WA

Pursuing B.A. in Business Administration - Marketing Concentration
2019-2023 (expected)

SKILLS

- Excel
- Microsoft Office
- SPSS
- Qualtrics
- Data Analytics
- Adobe Photoshop
- SQL
- Scrum Framework
- Agile

EXPERIENCE

Marketing Intern

Jethro Mobile

August 2022 - December 2022

- Created 25+ social media posts per month with Photoshop and Canva
- Assisted in rebranding company values and assets
- Researched and built reports using data to assist marketing managers in making decisions
- Assisted in finding and removing SEO issues on our website, generating more organic traffic
- Analyzed competitors to find creative marketing opportunities

Cashier

Camano Plaza IGA

June 2020 - September 2022

- Used product knowledge to finish transactions efficiently
- Provided customer service and assistance

LEADERSHIP

Rocket League Club President

- Increased membership by 30% in 3 months
- Created and managed events
- Simultaneously oversaw 6 teams of 4 to ensure they performed at their best
- Recruited and trained new officers

PROFILE

Dedicated and hard-working student perusing a B.A. in business administration with a marketing concentration. Taken advanced courses in marketing, statistics, and management. Looking to translate classroom work into a valuable learning experience.