

Kenneth Marshall

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Portfolio Website : dtc-wsuv.org/kmarshall/mywebsite

My specialties lie in providing digital marketing and web based solutions for businesses of all sizes. I have worked with several companies in related areas and am confident in my ability to create specific, need based strategies, and then successfully guide them through the implementation process.

HARD SKILLS

HTML5, CSS3, JavaScript/jQuery
Responsive Web Design/Formatting
Web Analytics/Search Optimization
Social Media as a Marketing Tool
Usability and Interface Design
Proficient in PowerPoint & Word
Photoshop
Market Research
Basecamp PM software

SOFT SKILLS

Analytical
Detail Oriented
Goal Driven
Superb Planning
Excellent Communicator
Amiable
Work Effectively in Teams
Enthusiastic
Self-Motivator

EDUCATION

WASHINGTON STATE UNIVERSITY VANCOUVER

Digital Technology and Culture Major
Marketing Minor

3.7 GPA

Expected Graduation: December 2015

ACCOLADES

Ronald P Hoss Memorial Grant
Clark College Vice President List (x3)
Phi Theta Kappa Honor Society

HOBBIES

CRAFT BEER | STEAK

PROJECTS

PROJECT MANAGER | BURGERSVILLE

Digital Media Marketing

Took place during the course of senior seminar at Washington State University Vancouver. Given the task of creating new digital media assets, enhancing the company's overall social media presence, and creating a buzz for the company's new application. I was tasked with:

- Ensuring that the team meet all deadlines
- Communicating with our client and our program director while relaying pertinent information back to the team
- Assist team with project brainstorming/implementation
- Resolving disputes
- Ensuring that all of our work was completely with professional quality
- Market research/finding best practices of the industry

PROJECT FACILITATOR | CLARK COUNTY FOOD BANK

Social Media Marketing

My teammates and I set up a marketing strategy for the bank's "SNAP challenge". It's a promotion put on by the bank to raise awareness of needy families in the community. My responsibilities were to:

- Utilize Facebook as the central hub
- Work/communicate directly with client
- Needs assessment/Strategy development
- Create and manage ideas amongst teammates
- Disagreement resolution
- Post implementation
- Analytics assessment and written report of results

OTHER WORK EXPERIENCE

Parkstone Wood Kitchen and Taps

Bartender

Fast paced environment, make/deliver variety of drinks for guests and servers, accommodate guest's needs, closed building efficiently.

Edible Arrangements

Customer Service Specialist

Handled multiple orders, answered phones, interacted with customers daily, closed shop daily, and interviewed potential hires.