

Raegin Bromenshenkel

Results driven marketing specialist with two years of experience implementing effective social media strategies to increase brand awareness. Passionate about improving exposure and interaction while upholding brand reputation.

EXPERIENCE

HLK Agency — *Brand Planner Intern*

Saint Louis, MO → May 2023-June 2023

- Conducted consumer research to develop insights to inform brand positionings
- Designed and delivered creative briefs to creative teams and to clients
- Performed brand repositioning to target specific markets and create new brand identities

Heartbeat Coffee — *Social Media Manager*

McPherson, KS → August 2022-May 2023

- Organized and created social media marketing posts on Instagram and Facebook platforms to generate interaction and business
- Interacted with customers and establishing relationships to develop customer loyalty
- Used graphic design and photography to design marketing campaigns and advertisements through Adobe Creative Suites and Canva

Gold Medal Swim School — *Boot Camp Manager*

Phoenix, AZ → September 2019-January 2022

- Interacted with customers to explain details and organize enrollments in the Boot Camp programs
- Published and released email newsletters to inform clients about the upcoming programs
- Conducted research on enrollment and sales purchases by customers

PROJECTS

Oxford Public Philosophy, Oxford, UK *Fractional Social Media Specialist*

- Organized and created online advertisements using Canva
- Published and released bi-weekly newsletters to inform readers
- Updated and improved website pages and elements using web design software

EDUCATION

McPherson College, McPherson, KS *Business Administration - Marketing*

August 2020-December 2023

Graduating with a 3.8 GPA in Business-Marketing

Completed 12 hours of Finance classes

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Prefer in-office + hybrid

SKILLS

Social Media Marketing

Graphic Design/Photography

Adobe Photoshop, Lightroom, and Premier Pro

Canva

Creative Brief Development

Market Research and Data analysis

Copywriting and SEO

Content Planning

Brand Strategy/Positioning

Instagram, Facebook, X, TikTok, LinkedIn

Email Marketing

AWARDS/ACTIVITIES

Presidential Scholarship
2020-2023

KCAC Academic Excellence
Award
2022 & 2023

Finance Management &
Advertising/Promotion Tutor
2023

Varsity Volleyball
4 Seasons: 2020-2023

Student Activity Board Member
2020-2022