

KADAN WARD

MARKETING / SALES PROFESSIONAL

 kadanward.com

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 kadanward@gmail.com

 Kadan Ward

PROFILE

Recent marketing graduate with proven experience in various entrepreneurial, sales, social media marketing, and digital marketing roles. Looking for a position in a fast-paced company where I can add unique value and enthusiasm to a business as well as other people. My biggest strengths are a willingness to learn quickly, own mistakes, and start from the bottom.

EDUCATION

BACHELORS IN BUSINESS MANAGEMENT MARKETING

Brigham Young University - Idaho
April 2023

EXPERIENCE

MARKETING MANAGER/EXECUTIVE ASSISTANT

Chandler David Smith - Idaho Falls, ID | **February 2022 - Present**

- Managed creation, launch, and sales of new online real estate course - bringing in over \$54,000 in sales revenue to-date.
- Oversaw the addition of 50,000+ new social media followers.
- Created several content pieces that garnered 600,000+ views.

MARKETING INTERN

High Desert Milk - Burley, ID | **September 2021 - September 2022**

- Grew Facebook following by 49% followers within 1 week and increased overall engagement.
- Helped develop and promote product lines in the B2C space through social media.
- Designed new company website through Adobe XD.

MARKETING INTERN

Incline Marketing - Rexburg, ID | **January 2022 - February 2022**

- Created new sales consulting for multi-million dollar clients.
- Reduced local service ad analysis time by 20%.

MARKETING INTERN

Soapbox Marketing Agency - BYU-Idaho | **September 2021 - January 2022**

- Helped create a 120% increase in brand awareness
- Created, analyzed, and presented marketing strategies for new clients.

SALES TEAM LEADER

Aptive Environmental - Georgia/California | **December 2019 - January 2022**

- Generated over \$250,000 of personal sales revenue.
- Quickly promoted to team leader during 1st working season.
- Onboarding training, led team meetings of 20+, and recruited across the United States.
- Co-led a team generating over \$900,000 between April - September 2021.

RESTAURANT OWNER

Wings del Gringo - Piura, Peru | **December 2019 - December 2020**

- Started from scratch - compiling recipes, finding location, creating LLC, marketing plan, logo, hiring employees, setting schedules, etc.
- Grew social media to 500 followers in 1 week, 1,500 followers within 1 month.
- Created a website/delivery platform adapted to COVID-19 lockdowns within the country.

SKILLS

- Experience in Adobe Programs:
Photoshop, Premier Pro, XD,
Illustrator
- B2B/B2C Sales
- Content Creation
- Project Management
- Microsoft Office Programs
- Facebook Ads Manager
- Social Media Audits
- Photography
- Fluent in Spanish

CERTIFICATES

- Social Media Marketing
 - Hubspot Academy - 10.28.21
- Email Marketing
 - Hubspot Academy - 3.30.22

*Portfolio @ kadanward.com.