

# Slade Exley Crane

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337 Old Lincoln Hwy, Malvern PA 19355

## EDUCATION

**The Pennsylvania State University**  
*Smeal College of Business | B.S. in Marketing*  
*Minor in Information Systems and Technology*

**University Park, PA**  
*Class of 2024*  
GPA: 3.5/4.00  
Dean's List (7/8 Semesters)

## WORK EXPERIENCE

### Ayse-Clay Team

*Website Content Manager (part-time)*

**Virtual**

*July 2024 – Present*

- Updating the website by replacing outdated information, creating new content, and designing new webpages
- Writing blog posts and case studies about real estate in the area to increase traffic and refine the website's SEO
- Integrating social media channels within the website and creating social media posts to drive users to the website
- Monitoring the website's analytics using Google Analytics and GoDaddy to measure the effectiveness of the content

### CertainTeed Saint-Gobain

*Website Content Intern*

**Malvern, PA**

*May 2023 – May 2024*

- Created 400+ individual web pages in a site redesign focusing on product pages, press releases, blog posts, and more
- Made the webpages using components within the CMS utilizing wireframes provided by the UX design team
- Had daily meetings with the dev team to point out bugs and ensure that components were working correctly
- Gained proficiency in Content Management Systems Drupal 10 and WordPress through the development of webpages
- Prioritized SEO throughout the development of all webpages to ensure operational success of CertainTeed's new website
- Organized digital assets such as images and PDFs within the DAM for current and future implementation onto the site

### Nittany AI Advance

*Marketing Intern*

**State College, PA**

*Jan 2024 – May 2024*

- Assisted with the marketing needs of advanced student groups hired by companies to create AI solutions
- Wrote 5 blog posts on a variety of topics about the program to be posted on Nittany AI Advances website
- Utilized Azure OpenAI Studio and Jupyter Lab to create an AI Assistant for SEO Analysis for their webpages
- Interviewed advance members to create blog and social media posts to present to potential members and companies
- Reviewed and edited seven poster boards created by the teams in order to present to companies and potential students

### Cape Resorts

*Marketing Intern*

**Cape May, NJ**

*May 2021 – Aug 2021*

- Helped with fulfilling the corporate marketing needs of a multi-property holding company of resorts and restaurants
- Utilized Adobe InDesign software to develop aesthetically pleasing menus and brochures to drive new customers
- Edited website (CapeResorts.com) to ensure all content was up to date regarding the resort's programs and events
- Organized digital assets to ensure ease of access for the Marketing Manager, including photographs and property reviews

## EXTRACURRICULAR ACTIVITIES

### PGN | A Professional Development Organization

*V.P. of Recruitment | Event Coordinator | Senior Leader*

**State College, PA**

*Dec 2021 – May 2024*

- Selected to be a part of an organization to further develop professional and soft skills
- Supported PGN's Dance Marathon (THON) organization by raising money to fight childhood cancer
- Hosted and organized recruitment events to screen candidates from ~250 to ~30 qualified members
- Created a recruitment video utilizing video editing software to develop interest and enthusiasm among potential members

### NielsenIQ University Program

*Learning Program | Case Competition | Marketing Analytics*

**Virtual**

*Aug 2023 - Dec 2023*

- Chosen to be apart of a program that works directly with different companies to present in a case competition
- Attended 12 meetings with Pernod Ricard to gain knowledge of marketing analytics in the CPG and Retail Industries
- Used Pernod Ricards real marketing analytics data to find weak points in the companies sales across different cultures
- Created a unique solution based on our findings and presented them to a panel of judges from Pernod Ricard

## SKILLS AND INTERESTS

**Skills:** UX Design, WordPress, HTML, CSS, Drupal 10, SQL, Jira, SEO Analysis, Azure OpenAI, Canva, Copywriting

**Interests:** Artificial Intelligence, Financial Markets and Investments, Skiing, World History, International Relations