**Travis W. Menard**

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**Links**

* [www.linkedin.com/in/traviswmenard](http://www.linkedin.com/in/traviswmenard)
* <https://www.instagram.com/traviswmenard/>

**Education**

Bachelor of Science: Marketing, Expected in 05/2024

University of Northern Colorado - Greeley, CO

* *Minor in Digital Marketing*
* 3.22 GPA
* Relevant Coursework: Social Media Marketing, Digital Marketing, and Consumer Behavior

**Professional Summary**

🡪 Avid E-Commerce Personal Shopper ready to exceed customer satisfaction expectations and promote internal business goals. Blends retail delivery assistance with promotional and commercial enhancement measures. Delivers critical merchandise to valued shoppers while encouraging return patronage and E-Commerce revenue growth.

* Result Interpretation
* Stocking and Replenishing
* Retail Buying
* Presentation Delivery
* Microsoft Office
* Social Media Posting

**Work History**

Associate, July 2020🡪 Current

Walmart – Greeley, CO

* Utilized customer feedback to improve product offerings.
* Prioritized tasks to meet tight deadlines, pitching in to assist others with project duties.
* Greeted customers and offered assistance for increased customer satisfaction.
* Identified customer needs and wants to enhance customer experiences and boost sales.
* Monitored customer service metrics and performance indicators to identify areas of opportunity.

**Social Media Intern,** October 2023🡪 Current

**University of Northern Colorado Police Department** – Greeley, CO

* Content Creation – generate engaging and creative content for various social media platforms
* Social Media Monitoring – monitor social media channels for mentions, comments, and messages. Track social media trends and report on relevant industry news

**Values**

🡪Accountability

🡪 Loyalty

🡪 Reliability

🡪 Punctuality

**Skills**

|  |  |
| --- | --- |
| * Stocking and Replenishing * Retail Buying * Project Management * Communication | * Microsoft Office * Social Media Platform Expertise * Customer Service * Networking |

**Certifications**

* HubSpot Academy: Social Media Marketing Certification

(Feb 2023-Mar 2025)

* Stukent: Digital Marketing Certification

(May 2023- May 2025)

**Other Noteworthy Information**

* Experience in Journalism through Highschool Newspaper staff both as writer (2 yrs.) and editor (1 yr.)