

# WYATT BENSMAN

## PROFILE SUMMARY

Team orientated consumer focused individual seeking a full-time position to utilize and enhance communications and marketing skills in the global economy.

## CONTACT INFO

wyattbensman5@gmail.com  
(937) 726-6082  
11230 Sidney Freyburg Rd,  
Sidney, Ohio 45365

## SKILLS & COMPETENCIES

Microsoft office  
Adobe Suite  
Canva  
Social media  
Communication  
Time management  
Leadership

## REFERENCES

Savannah Alday , Assistant Manager | Innovo  
Management, LLC  
(478) 731-9700  
savannah.alday@gmail.com

Gretchen Muehlfeld , Office Manager | Crale  
Builders  
(937) 538-0447  
gretchen@cralebuiders.com

## ACADEMIC BACKGROUND

### THE OHIO STATE UNIVERSITY // MAY 2022

- Bachelor of Science in Marketing GPA 3.32

## WORK EXPERIENCE

### DIGITAL MARKETING INTERN| MAY 2021 - AUGUST 2021

#### Innovo Management, LLC | Nashville, TN

- Increased awareness and engagement by managing, creating, and publishing to various social media platforms
- Developed and implemented a social media calendar for improved marketing strategy
- Created and managed a database regarding potential marketing influencers
- Conducted research & summarized social media analytics to help enhance client engagement.

### RETAIL SALES ASSOCIATE | FEBURARY 2021 - APRIL 2021

#### Breeze Ski Rentals | Keystone, CO

- Delivered an enthusiastic and professional level of guest service during slow and peak hours
- Drove sales through the engagement of customers, upselling, and sharing knowledge of products

### SUPERVISOR | MAY 2016 - PRESENT

#### Crale Builders | Sidney, OH

- Held leadership roles to manage and supervise employees' performance.
- Delegated daily task to workers being fully responsible for their finished job
- Collaborated with my team, contractors, and home owners to ensure job site satisfaction

## INVOLVEMENT

### PRESIDENT | JANUARY 2019 - MAY 2022

#### Ohio State Ski Club | Columbus, OH

- Organized, promoted, and executed two successful out-of-state winter trips for 200+ students
- Scheduled meetings with and delegated weekly tasks to our Executive Board while completing duties within my role.
- Increased the number of members by 60% through various forms of marketing strategies
- Assisted in building partnerships and executing events with campus organizations, as well as nearby businesses
- Organized, maintained, and updated social media platforms using various forms of digital marketing and strategic planning

### MARKETING CONSULTING PROJECTS

#### The Ohio State University | Columbus, OH

- Designed and fielded consumer research including quantitative surveys and qualitative in-depth interviews tot uncover relevant business insights
- Developed comprehensive marketing plan including core strategic initiatives and tactical implementation programs to achieve overall business objectives
- Presented recommended action plan to client leadership