

# AARON KEOHANE

An analytical problem-solver with a background in marketing and web development whose original passion remains tennis. Skilled in time management, coordinating with team members, and conflict resolution; he is seeking to develop his social and communication skills within an organization at the forefront of tennis influence.

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## WORK EXPERIENCE

### Salad Artisan

#### Marys Gourmet Salads | Dec 2021 - Present

- Assist in the food preparation process by cutting and washing vegetables, meats, and other ingredients to then label, organize and place in the produce line
- Effectively multitask and manage time in the most structured way possible to ensure customer orders are met with both accuracy and efficiency
- Perform customer service functions; resolve customer complaints and respond to customer inquiries in a calm, positive and thoughtful way

### Social Media Marketing Manager

#### Club San Diego | June 2019 - June 2020

- Designed marketing collateral for use on social media, print ads, website, and email newsletter
- Researched and discovered current trends to keep up to date with LGBT community
- Monitored online presence of the brand and engaged with members, strengthening community relationship
- Coordinated with team to implement marketing and promotional strategy that hit target engagement measures of a 40% open rate and an average click-through rate of 10%

### Freelance Graphic Designer

#### San Diego, California | June 2016- June 2019

- Contributed my designs to the social media account of Oceanic Global, a marine conservation nonprofit, resulting in worldwide attention
- Developed the visual for a media kit used for a campaign press release
- Designed the logo for Ebb and Flow, a local swimwear business, that embodies the natural, relaxing elements of the company's identity and brand

## INTERESTS

**Tennis:** Been playing tennis for over 15 years and am currently an active member of San Diego's only LGBT tennis federation, the SDTF.

**Web Design:** After catching the coding bug, I learned web development through an online coding bootcamp. I now try to code apps, websites and projects as much as possible.

**Indoor Gardening:** or plant dad more accurately; I have over 40 plants in my house, my favorite being one of my originals, a very large hanging pothos

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## EDUCATION

### CareerFoundry

November 2020 - August 2021

*Certificate in Full Stack Web Development*

### Scripps Institution of Oceanography

May 2015 - June 2016

*Masters in Advanced Studies in Marine Biodiversity and Conservation*

## SKILLS

- Web Development
  - HTML/CSS
  - Javascript
- Adobe Creative Suite
  - Photoshop
  - Illustrator
  - inDesign
- Google Analytics Certified
- Copywriting