**Hayden Edgmon**

1901 E Lindsey St. #36 • Norman, OK 73071 • 405-474-0242 • haydenedgmon13@gmail.com

**Education**

University of Oklahoma – Norman, OK

Bachelors in Business Administration in **Marketing,** May 2013

Major GPA: 3.5

Dean’s Honor List Fall 2009, Fall 2011, and Fall 2012

Presidents Honor Roll Spring 2012

2011 Michael F. Price Leadership Symposium on Ethics in Business

Pride of Oklahoma 2008-2012

*Relevant coursework*:

* Business Strategy and Policy
* Marketing Strategy and Policy
* Negotiation and Selling
* New Product Development
* Public Speaking

**Relevant Experience**

**Marketing Coordinator** May 2011 – Present

Global Financial Processing Systems

* Creatively develop internal and external strategy and information about the company
* Write and design product information presentations to be given to prospective customers
* Collaborate on marketing messages to customers through direct contact and digital media

**Sales Intern** May 2012 – June 2012

Evantage Inc.

* Conducted business-to-business sales
* Developed and maintained relationships with customers to stimulate sales
* Demonstrated ease when working with a wide range of personalities

**Ambassador** March 2010 – January 2012

Bricktown Water Taxi

* Gave tours promoting both the Bricktown area and Oklahoma City
* Used knowledge and communications skills to interact with large diverse groups
* Gained public speaking skills

**Marketing Skills**

Digital marketing, direct marketing and creative projects

Collaborative team projects

Execution of primary research and data analysis

IBM SPSS