

George Mark Kanyer

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EDUCATION

Master of Science in Business Analytics (MSBA)

June 2025 – June 2026

University of Washington, Tacoma

Bachelor of Arts in Business Administration, Marketing & Data Analytics

June 2025

University of Washington, Tacoma

- **GPA:** 3.6 | **Honors:** Dean's List, Milgard Scholarship, Distinction of Excellence | **Leadership:** Marketing Coordinator, Swim Club and Riot Games Club
- **Relevant Coursework:** Analytics Strategy & Big Data Management, Business Intelligence, Digital Marketing, Marketing Strategy, Research Methods

EXPERIENCE

Business Analyst Consultant

June 2025 – Present

Darwin's Natural Pet Products, University of Washington, Tacoma

- Built customer segmentation and churn models to uncover trends and pain points.
- Mapped customer journeys to identify drop-off drivers and improve retention.
- Delivered recommendations report with data-driven marketing and personalization strategies.

Social Media Assistant

January 2025 – March 2025

Milgard Sports Enterprise Management, University of Washington, Tacoma

- Managed and scheduled weekly social media posts, increasing program awareness.
- Analyzed engagement metrics to optimize posting schedules and content strategies.
- Partnered with leadership to ensure content aligns with branding guidelines.

Marketing and Communications Micro Intern

February 2025 – March 2025

UWT Alumni Relations, University of Washington, Tacoma

- Created marketing content for alumni and students, improving engagement through digital media.
- Promoted Alumni Relations events via social media, and student outreach.
- Assisted in event logistics and outreach to maximize participation.

Marketing Intern

May 2024 – August 2024

Rainier Valley Community Development Fund, Seattle WA

- Collaborated on webpage redesign to enhance user experience and align with branding.
- Developed and optimized social media accounts, increasing engagement.
- Assisted in community outreach research to improve brand visibility.

Content Assistant

February 2024 – May 2024

The Tacoma Ledger, University of Washington, Tacoma

- Managed digital content distribution, including website postings and email newsletters.
- Designed and edited visual content using Adobe Creative Suite for print and digital media.
- Created and edited articles to ensure high-quality, engaging content.

PROJECTS

Samsung Digital Marketing Research Project

September 2024 – December 2024

University of Washington, Tacoma

- Analyzed 200+ social media posts to assess engagement trends and content effectiveness.
- Provided data-driven recommendations to enhance brand visibility.
- Conducted A/B testing to measure the impact of different marketing messages.

SKILLS

- **Data & Analytics:** SQL, Python, R/RStudio, Tableau, Power BI, Excel, Azure ML, SPSS, Business Intelligence Tools
- **Marketing & Creative:** Digital Marketing, Marketing Analytics, Social Media, A/B Testing, Brand Strategy, Adobe Creative Suite, HTML/CSS