

HARRY GILL

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QUALIFICATIONS

Marketing leader with 10+ years of experience driving growth through content creation, brand development, and digital strategy across diverse industries. Proven success leading high-impact creative teams and developing full-funnel marketing campaigns across web and social. Adept in SEO/SEM and creative direction, combining data-driven storytelling with hands-on execution to grow brands and lead teams.

EDUCATION

W. P. Carey School of Business, Arizona State University (*Tempe, Arizona*)

May 2025

Bachelor of Science, Business Entrepreneurship

- Relevant Coursework: Marketing, Management, Supply Chain, Leadership, Economics, Entrepreneurship, Finance, Business Law
- Awards: Dean's List (Fall 2021, Spring 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024, Spring 2025)
- GPA: 3.75 Cumulative

SKILLS

Marketing & Technical: SEO, SEM, Marketing Automation, Risk Management, Financial Analysis, Quantitative Finance, Branding, Creative Strategy, Adobe Creative Suite, Figma, Hubspot, Canva, React, JavaScript, Visual Studio

Leadership Skills: Transformational Leadership, Project Management, Negotiation, Change Management, Charisma

Soft Skills: Communication, Strategic Thinking, Problem-Solving, Adaptability, Emotional Intelligence

Languages: English, Hindi, and Punjabi

Certifications: Fundamentals of Digital Marketing - *Google Digital Garage*

WORK EXPERIENCE

[FloCove](#) - Co-Founder and CEO (*Phoenix, AZ*)

Mar 2025 – Present

- Steer the company's **strategic vision** and oversee daily operations, with a focus on devising marketing strategies that **foster growth** and cultivate **robust client relationships**.
- Collaborate closely with the leadership team to identify new opportunities and enhance service offerings, driving continued success and growth.

[ThatWasEpic Creative Brand](#) - Creative Marketing Director (*Tempe, AZ*)

Dec 2023 – Jan 2025

- **Created 50+ content pieces**, streamlining media across a variety of social media platforms, amassing over 50+ million views on YouTube and hundreds of millions of views on TikTok, Facebook, and Instagram.
- Fostered partnerships between ThatWasEpic and external businesses, **boosting profits by 40%** through strategic collaborations.

[Toor Designs & Marketing](#) - Marketing Intern (*Long Beach, CA*)

Jan 2023 - Jan 2025

- Managed online marketing for HempLand USA, creating diverse media content across a variety of platforms with a **\$100k budget**.
- Achieved a **30% profit increase** and **15% growth** in customer base by leveraging negotiation and leadership skills to build partnerships and drive customer retention.

RELEVANT PROJECTS

SEO & SEM Campaign for Local AMPM (*SEO | SEM | Content Marketing | Google Analytics*)

- Implemented on-page and off-page SEO strategies, boosting organic website traffic by 40% and elevating search rankings for 10+ high-value keywords to the top three results.
- Managed targeted Google Ads campaigns that achieved a 20% increase in click-through rate and a 15% rise in online sales within three months.

Product Launch Marketing Plan for New Mobile App (*Product Marketing | Go-to-Market Strategy | Campaign Management | Social Media*)

- Led the go-to-market strategy for a new app launch, coordinating cross-functional teams to execute marketing initiatives that exceeded user acquisition targets by 15%.
- Crafted compelling product messaging and social media campaigns that drove strong user engagement and contributed to a successful launch (5,000+ sign-ups in the first month).