

# Jeffrey Hoyle

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## EDUCATION

**University of Denver, Daniels College of Business**

Denver, CO

BA Business Marketing, Business Analytics Minor

Expected Graduation: June 2025

## PROFESSIONAL EXPERIENCE

**Loving Social Media**

September 2023 – December 2023

London, UK

*Marketing Intern*

- Enhanced client marketing and social media presence through tailored strategies
- Implemented SEO and Business Profile Management for optimized online visibility
- Led digital marketing campaigns aligning with client objectives and created impactful social media content and ads using Canva
- Achieved sales in both consumers and B2B markets through trade shows
- Utilizing AI to optimize performance across advertising, social media platforms, and innovating new marketing strategies

**Decathlon Sports Club**

June 2016 – August 2024

Woodside, CA

*Senior Camp Counselor*

- Managed 20 kids, helping build athletic abilities and make a fun environment
- Expanded the curriculum by developing a soccer tournament for the younger kids

*Junior Camp Counselor*

- Organized and taught sports skills and development for young children

**SportsHouse Indoor Sports**

March 2019 – August 2022

Redwood City, CA

*Guest Services Associate*

- Helped with marketing and sales of new business, along with front desk operations and customer service

*Event Coach*

- Provided seamless execution of private events and parties for adults and children
- Led group activities and provided positive coaching

**Charles Armstrong School**

May 2021 – June 2021

Belmont, CA

*Physical Education Teacher Internship*

- Motivated Elementary/Middle School kids to learn and understand the fundamentals of sports

## LEADERSHIP AND COMMUNITY INVOLVEMENT

**DU Athletics In-Game Marketing, Volunteer**

February 2025 – Present

**University of Denver Sales Club, Member**

September 2024 – Present

**University of Denver Beta Theta Pi Fraternity, Intramural Sports Chairman**

May 2022 – Present

**University of Denver Men's Club Soccer, Goalkeeper**

February 2022 – Present

**University of Westminster Men's Football Club, Starting Goalkeeper**

September 2023 – December 2023

**University of Denver 4D Leader, Leader**

August 2022 - November 2022

## SKILLS

**Sales** – Tabling, Personable, Trade Show Experience, Customer Service, Lead Generation, Event Coordination

**Marketing** – WordPress, Search Engine Optimization (SEO), Google Business Profile (GBP), Canva, LinkedIn Course Digital Marketing Coordinator, Google Analytics, Tableau, Digital Marketing Simternship

**Computer** - Python, SQL, Microsoft Certified in Excel, Word and PowerPoint, Microsoft Access