

# Pierce Lysinger

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## EDUCATION

**Creighton University, Heider College of Business**, Omaha, NE May 2028  
*Bachelor of Science in Business Administration*  
GPA: 4.0

**Blue Valley West High School**, Overland Park, KS May 2024  
*High School Diploma*  
GPA: 4.3

## EXPERIENCE

**Creighton University New Student Orientation**, Omaha, NE January 2025 - June 2025  
*Summer Preview Guide*

- Mentoring incoming freshmen while promoting the university, arranging activities for peer engagement
- Developing and maintaining relationships with guests by providing accurate university information and sharing personal experiences

**BestWork.ai**, New York, NY July 2025 - July 2025  
*Social Media Marketing Internship*

- Designed a targeted social media campaign to increase brand visibility and user engagement across LinkedIn and Instagram, working closely with BestWork's CEO, Britt Burney
- Analyzed audience data and AI competitor strategies to refine content themes, improve post performance, and align messaging with BestWork.ai's mission in AI-driven hiring solutions

**E-Commerce**, Olathe, KS June 2024 - August 2025  
*Chief Everything Officer*

- Managed a vintage clothing resale store on e-commerce platforms like Poshmark, eBay, Depop
- Negotiated fair pricing, managed packaging and distribution, and leveraged AI automation tools for SEO marketing, and operating efficiency

## ACTIVITIES AND SERVICE

- Creighton Freshman Leadership Program Mentor June 2024 - Present
- Campus Ministry Liturgy Team January 2025 - Present
- Schlegel Center for Service and Justice Service Trips August 2025 - Present
- Completely Kids Volunteer (Omaha, NE) January 2025 - Present
- Sienna Francis House (Omaha, NE) August 2024 - December 2024
- Club Soccer Team Captain (3 years) August 2020 - May 2023

## SKILLS

Hard Skills - Social Media Marketing, Excel, HTML/CSS (basic), GitHub Website Creation, ChatGPT/AI  
Soft Skills - Brand Storytelling, Leadership, Emotional Intelligence, Public Speaking