

Thomas Guyton III

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EDUCATION

2017-21

UNIVERSITY OF MIAMI

Coral Gables, FL

B.S. in Communications (Honors Program)

Major in creative advertising, minors in entrepreneurship, motion pictures, creative writing.

- GPA: 3.7, Foote Fellow, Honors Communications, Presidential Scholarship recipient.
- Content creator for Frost Sounds + Cane Records music events. NSAC, Distraction Magazine, The Miami Hurricane Newspaper, Alpha Sigma Phi (rush chair) and G.U.A.C. (see below)
- Senior thesis: developed encompassing media landscape of 150 streaming, OTT, broadcast, and cable companies by evaluating assets and drawing implications.

WORK EXPERIENCE

2021-

WHITMAN FAMILY DEVELOPMENT

Miami Beach, FL

Operations Specialist in Collaborative Innovation

- Developing the ACCESS Program, a rewards/ customer retention program on mobile platforms (App Store & Google Play, listed as 'Bal Harbour Shops'). Achieved 8,000 downloads/sales with credit cards linked to accounts.
- Shadowed construction development department, witnessed four ongoing projects.
- Facilitated packing and delivery of 5000+ merchandise items to customers, ran inventory, analyzed department spending. Overall heavily involved in operations between BHS & WFD.

2020-

GREEN UMBRELLA ADVERTISING COMPANY

Founder

South Miami, FL

- Created ad content for three local Coral Gables small businesses.
- Gathered marketing data from Google Docs surveys, online website metrics, html pulls.
- Analyzed data and applied insights to SEO with website, as well as branding, content ideation & execution, and geofilters on cross-platform social media applications.
- Applied SEO techniques learned at McBride Marketing Firm internship (2016).

2016-2018

JJW BLUE SKY CATERING

Cape Canaveral, FL

Operations Intern

- Planned and managed food truck concessions and deliveries during lunchtime at NASA Kennedy Space Center and on adjacent USAF base for 12,000 employees.
- Restructured collections for JJW. Maintained business communications, and received automatic payments from over 20+ private vendor food trucks on new system.

2017

DAN'S PAPERS

Long Island, NY

Writer

- 3 month internship. Wrote about worldly events pertaining to entertainment/ media, local popups, galleries, events, and local business on Long Island.

2016-2021

TENNIS

Miami, FL/ Long Island, NY

Paid Tennis Pro

- Taught children (ages 3-12) with Mark Harrison at The Bridge in Bridgehampton, NY.
- Teaching college students for University of Miami club recreational team.

ADDITIONAL INFORMATION

Professional: Experienced in mixed media content creation (audio, video, graphics, all stages of production).

Fluent in English, conversational in Spanish. I am currently enrolled in University of Miami's FinTech Bootcamp, where I am learning Python, html, DeFi principles, blockchain technologies and crypto.. Expected certification in June, 2022.

I am also an Eagle Scout.