

# Wayland Branson

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## PROFESSIONAL PROFILE

Versatile and fast-learning digital marketing professional with successful experience in content writing, SEO, paid advertising, digital storytelling, CRM systems, analytics, and web development. With a well-rounded foundation across major digital channels, I bring adaptability, technical agility, and a problem-solving mindset to every project. I'm known for picking things up quickly, figuring out what works, and delivering results even in unfamiliar territory. Curious by nature and driven by impact, I thrive in collaborative environments where I can grow while making meaningful contributions.

## CORE COMPETENCIES

Content Creation | Written Communication | Creative Problem Solving | Adaptability | Digital Strategy

## TECHNICAL SKILLS

Adobe Creative Suite | HTML/CSS | OpenAI Tools | WordPress | Google Analytics | Google Ads | Salesforce

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## EDUCATION

### Bachelor of Business Administration in Marketing

University of North Texas, Denton, TX

GPA: 3.48

Expected May 2026

## HONORS & AWARDS

Dean's List

Fall 2021 - Present

## CERTIFICATIONS

Skillshop: Google Ads Search Certification

LinkedIn Learning: SEO Foundations

LinkedIn Learning: WordPress Essential Training

HubSpot Academy: HubSpot Inbound Marketing

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## EXPERIENCE

KazSource and QuietLoud Studios

June 2025 – Present

### Marketing Intern

Remote

- Manage and grow three social media campaigns by creating short-form videos, graphics, and captions while experimenting with formats and testing strategies to drive measurable increases in engagement.
- Produce podcast show notes, blog posts, and SEO metadata that improve discoverability and reinforce brand voice across multiple shows.
- Maintain and update websites through WordPress and Transistor by publishing episodes and blog posts with accurate embeds, consistent design, and optimized presentation.

The Reecer Law Firm

August 2024 – August 2025

### Administrative Assistant

Denton, TX

- Prepared and assembled estate planning documents such as wills, trusts, and powers of attorney into professionally formatted client booklets, ensuring accuracy, consistency, and polished presentation.
- Filed legal documents with the court, supporting timely case progression and reducing administrative backlog.
- Digitized and organized more than 500 confidential case files, reducing document retrieval time by 50 percent and improving efficiency of the firm's filing system.

88.1 KNTU FM

May 2023 – August 2024

### Music Director

Denton, TX

- Wrote and produced on-air scripts for paid promotional radio spots, tailoring messaging to client brand voice and station audience for optimal listener impact.
- Developed and executed weekly content calendars and music programming based on audience metrics, while coordinating social media campaigns that expanded reach and boosted listener engagement.
- Organized and led multiple promotional events, coordinating logistics and engaging directly with audiences to strengthen brand presence and build community relationships.