

# Wayland Branson

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## PROFESSIONAL PROFILE

Versatile and fast-learning digital marketing professional with hands-on experience in content creation, SEO, paid advertising, social media, 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  
Remote

### Marketing Intern

- Writes podcast show notes, blog posts, and SEO-optimized metadata to boost discoverability and brand consistency across multiple shows.
- Creates and manages social media campaigns by producing short-form videos and graphics, drafting captions, and scheduling posts to drive multi-platform engagement.
- Uploads and publishes episodes and blog posts in WordPress and Transistor, ensuring polished formatting, accurate embeds, and consistent presentation.

The Reecer Law Firm

August 2024 – August 2025  
Denton, TX

### Administrative Assistant

- Digitized and organized over 500 confidential case files, reducing document retrieval time by 50% and streamlining the firm's internal filing system.
- Compiled and organized estate planning documentation, aligning client financial records with legal compliance standards and firm procedures.
- Filed legal documents with the court under attorney supervision, contributing to timely case progression and reduced clerical backlog.

88.1 KNTU FM

May 2023 – August 2024  
Denton, TX

### Music Director

- Developed and executed weekly content calendars and music programming based on audience metrics, contributing to increased listener engagement.
- Managed digital content and blog-style reviews, supported by Google Analytics insights and targeted email campaigns via Mailchimp.
- Collaborated with team members to create branded promotions, station-wide campaigns, and outreach events.