

## PROFESSIONAL PROFILE

---

**Detail-oriented analytical thinking** - Used Google Analytics to report and recommend strategies for Rocky Mountain Student Media about articles, pages, and advertisement placements to receive over 60,000 impressions per month.

**Creative mindset and problem-solving** - Worked with clients around Fort Collins and Denver to create media campaigns and advertisements through Bieganek Creative. Used the design process to go from a new idea to a finished campaign.

**Excellent communication skills** - Collaborated and communicated with 6 different branches of Rocky Mountain Student Media to collaborate and convey information about website redesigns.

**A desire to continuously learn and grow** - Actively applying "Once you stop learning, you start dying" through constantly building my repertoire of digital marketing skills from client interactions with Bieganek Creative.

**Passion for helping people** - Continuously looking for ways to improve people's lives through such channels as Greenhorn Digital Agency and CSU Marketing Association.

## DIGITAL MARKETING EXPERIENCE

---

### **Rocky Mountain Student Media**, Fort Collins, CO - *Corporate Webmaster*

June 2021 - Present

- Developed the content and structure of the Rocky Mountain Student Media Corporation's website network
- Worked with analytics to drive advertisement success, gaining over 60,000 impressions per month
- Redesigned 6 websites that receive over 1.5 million visitors per year

### **CSU Greenhorn Digital Agency**, Fort Collins, CO - *Co-Founder, President, & Digital Marketer*

January 2020 - December 2021

- Built this club with a professor to give students real-world marketing agency experience while gaining university credits
- Directed students with the help of a marketing professor to create WordPress based websites and manage social media clients
- Helped over 6 local businesses in the Greater Denver Area improve their online presence
- Directly worked with clients daily

### **Frontier Access & Mobility**, Fort Collins, CO - *Digital Marketing Manager*

October 2020 - May 2021

- Built a Google Ads campaign that has generated over four times the previous online leads
- Optimized site content and keywords to rank number one on Google Search and Google Local (Doubled organic traffic)

### **Bieganek Creative**, Greater Denver Area, CO - *Owner, Videographer, Website Designer, Photographer*

January 2020 - Present

- Worked with clients to see to their marketing needs including website design, photography, and videography

### **Ride Designs**, Littleton, CO - *Digital Media Manager*

May 2021 - August 2021

- Created mini-documentaries for Paralympic athletes and wheelchair users that represent the brand of Ride Designs
- Managed YouTube and social media content

## EDUCATION

---

**Colorado State University**, Fort Collins, CO

December 2022

Bachelor of Science in Business Administration; Concentration: Marketing

## LEADERSHIP

---

**CSU Marketing Association**, Colorado State University - *Treasurer*

**Eagle Scout**, Troop 117, Centennial, CO

**Lambda Chi Alpha Fraternity**, Colorado State University - High Rho (*Social Outreach*) & *Founding Father*