

Jeffrey Broombaugh

Creative Marketing Skills, Financial Business Sense

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EXPERIENCE

UMSL College of Business, St. Louis — *Student Marketer*

Aug 2021 - Present

While a Student, I produced and published several forms of media for the College of Business. Including: Halloween Twitter Header, Produced (2) & Hosted (1) episode of the UMSL IN Your Business Podcast.

STL Hair X Kait, Remote — *Website & Soc. Media Developer*

Aug 2020 - Present

For the past two years I have worked as a digital marketer for an independent hairstylist. In collaboration with her, I oversaw the UX/IX design of the website and the creation of social media strategy, content, and evaluation metrics.

La Chance Vineyards, Kimmswick, Mo. — *Bar Manager*

Sept 2019 - Present

In addition to my normal CRM & SCM responsibilities, I also sought and accepted marketing responsibilities outside my normal job parameters. Designed, implemented, and monitored digital customer satisfaction reporting programs.

EDUCATION

University of Missouri, St. Louis — *Business Administration*

Dec 2021

Extensive study in key fields: business finance, international business management, traditional marketing, and market analysis. It was on top of these, that I furthered my capabilities and took an extra interest in the growing segment of digital marketing.

PROJECTS

9/11 Memorial — *De Soto City Fire Department*

Conceptual Designer & Construction Manager

SKILLS

Wordpress

Illustrator

Social Media

Photoshop

UX/UI Design

AWARDS

Magna Cum Laude: University of Missouri, St. Louis

Eagle Scout: Boy Scouts of America

Employee of the Month: La Chance Vineyards

LANGUAGES

English, Spanish

