




# HAYDEN HALVERSON

Marketing

 608-397-4852

 halversonh2@gmail.com

 haydenhalverson.com

## Personal Statment

Graduating from Western Technical College, along with a driven, reliable, and honest personality, I am capable of continuing to grow and adapt, creating a versatile skillset to utilize as a dependable, self-motivated worker who efficiently accomplishes any marketing related task.

## Education

2016-2018      Western Technical College  
Enrolled in Marketing Management  
Completing an Associate's of Applied  
Science Degree

---

## Work History

**Kwik Trip**      November 2017 - Present

Kitchen Co-Worker

Operate efficiently as a team member to produce fresh and delicious food options for Kwik Trip, Inc. store guests

**River City Rough Riders**      January 2017 - July 2017

Marketing Internship

Located potential sponsors to discuss sponsorship package opportunities.

Completed agreements with Pepsi-Cola, Dairy Queen, and Super 8.

Promoted to head intern after the first two months.

Assigned prospective sponsors to team of interns and managed their progress.

Responsible for the creation of two successful fundraisers involving ticket sales, promotions, activities, and prizes.

**Pepsi Cola**      Seasonal May - September 2016 and 2017

Special Events

Pulled product orders from the warehouse while handling a forklift and pallet jack.

Arranged product orders into trailers in an organized fashion for delivery.

In charge of trailer operations to the delivery locations.

## Skills

- Familiar with Adobe Photoshop, InDesign, and Illustrator
- Proficient with Microsoft Office
- Experience using Mail Chimp and Canva
- Working well in teams

---

## Experience

Conducted market research for Downtown Mainstreet Inc. using surveys and observation for consumer behaviors, motivators, barriers, and spending habits.

Creating a Marketing Plan for Integrative Therapies to locate and potentially hire new practitioners.

Currently enrolled in Digital Marketing setting up social media accounts, interpreting analytics, and incorporating the best practices into marketing strategies.

Partnering with a classmate to create a logo design and informative page for Wisconsin Association for Career and Technical Education.

Created and maintained a personal word press website. See samples of my work here:  
<http://www.haydenhalverson.com>