

# NATHAN SMITH

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## EDUCATION

GENERAL STUDIES | MAY 2020 | UNIVERSITY OF CONNECTICUT

## WORK & RESEARCH EXPERIENCE

**CULTIVATION CEO | DIGITAL DESIGN, MARKETING & BRANDING AGENCY | JUNE 2017 - PRESENT**

- Specialize in strategizing ideal marketing and branding strategies to boost engagement, revenue and overall identity for clients
- Think creatively to develop new design concepts, websites and app prototypes, marketing materials and branding concepts
- Generation of leads for various entrepreneurs such as search engine optimization and PPC campaigns

**THE MEDIUM GROUP COO | DIGITAL DESIGN AND MARKETING AGENCY | JAN 2019 – FEBRUARY 2020**

- Specialize in custom digital marketing and entertainment content to boost engagement for clients
- Brainstorm efficaciously to develop new marketing for clients such as videography, digital design, event planners, web and app specialists, etc.
- Facilitate and delegate work to various team members

**MARKETING INTERN | UCONN ATHLETICS | AUG 2019 – OCT 2019**

- Generate unique marketing materials for all NCAA D1 sports teams under UConn Athletics
- Collaborate on huge marketing projects to increase fan and student engagement

**VISUAL DATA ANALYST INTERN | HARTFORD HEALTHCARE | MAY 2019 – AUGUST 2019**

- Designed effective Tableau desktops and permed essential data validation for Tableau and QlikView
- Utilized SQL, Integration Services and SQL Server Management System to query various data
- Extracted data reports via Meditech and reassessed them
- Created unique marketing material for Slicer Dicer data visualization product

**SOFTWARE ENGINEERING INTERN | CONNECTICUT DEPARTMENT OF TRANSPORTATION | MAY 2018 – AUGUST 2018**

- Develop macro scripts and small applications using VBA/SQL programming languages
- Collaborate with other departments in regards to application creation and deployment
- Effectively communicate and present ideas to administrators

## EXTRA CURRICULARS

| LEADERSHIP |

- **NATIONAL SOCIETY OF BLACK ENGINEER (NSBE) PRESIDENT | MAY 2019 – DECEMBER 2019**
  - Delegate responsibilities and preside over meetings/programs
  - Facilitate and ensure successful campus events
  - Engage membership across campus and server as an on-campus leader
- **NATIONAL SOCIETY OF BLACK ENGINEER (NSBE) VICE PRESIDENT | | MAY 2018 – MAY 2019**
  - Delegate responsibilities and preside over meetings/programs in the absence of President
  - Facilitate General Body Meetings and engage membership across campus
- **NATIONAL SOCIETY OF BLACK ENGINEER (NSBE) PUBLICATIONS CHAIR | AUG 2017 – MAY 2018**
  - Generated various graphic designs and other forms of media to publicize events
- **FYE (FIRST YEAR EXPERIENCE) MENTOR | AUG 2017 – MAY 2018**
  - Facilitated in the empowerment of first-year college students in a classroom and one-on-one settings
  - Actively helped direct students to different opportunities and resources on campus.

## DESIGN & PROGRAMMING SOFTWARE AND LANGUAGES

- HTML, CSS, Python, SQL, Java
- Tableau, SQL Server Management System, QlikView & LogicWorks
- Microsoft Office & Adobe Creative Suite Software

## ORGANIZATIONS

PHI BETA SIGMA FRATERNITY, INC

NATIONAL SOCIETY OF BLACK ENGINEERS

SCHOLA<sup>2</sup>RS HOUSE

Joined 2018 - Present

Joined 2016 - Present

Joined 2016 - Present