Jayson Bradley

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**Website/Portfolio**: https://jaysonbradleyportfolio.squarespace.com

# EDUCATION

C. T. Bauer College of Business, University of Houston, Houston, Texas

## Bachelor of Business Administration in Marketing

Honors: magna cum laude (GPA: 3.8/4.0)

Houston Community College, Houston, Texas

## Associates of Arts, General Education

(GPA: 3.3/4.0)

**May 2021**

**May 2019**

# EXPERIENCE

**Earthly Beings**, Katy, Texas, Creative Director/Showrunner

## January 2023 – Present

* Promote the show to film festivals, production companies, and streaming services to raise funding for production
* Create character bios, environments, and arcs/episodes to ensure fresh ideas are implemented into scripts
* Manage a group of screenwriters to create original content through scripts and other pitch collateral

**Grundfos**, Brookshire, Texas

Marketing Intern

* Drafted relevant press releases, case stories/studies, articles, and social media posts

## January 2022 – January 2023

* Assisted with the planning and budgeting of trade shows, conventions, and community events
* Leveraged digital marketing technologies to enhance and increase brand image
* Analyzed spreadsheets, invoices, email blasts lists, and technical specifications
* Developed and maintained relationships with sponsors, vendors/agencies, and other stakeholders
* Executed a marketing communications plan that increased product reach and distributor membership

**Gap Factory,** Cypress**,** Texas **July 2020 – January 2022**

Sales Associate

* Assisted customers with purchasing decisions by recommending relevant products
* Improved store loyalty program conversion rates by 15% through relationship building
* Processed 100+ returns and purchases through the POS system
* Merchandised 50+ products daily through mobile devices to ensure updated stock of items
* Built 3+ areas daily for new product lines seasonally

# ACTIVITIES

Member, Collegiate Entrepreneur's Organization

* Brainstormed 10+ ideas at member meetings and directed program suggestions
* Designed content for speaker meeting events using PowerPoint and Excel
* Analyzed performance metrics beneficial to CEO's expansion as a student organization
* Collaborated with other members in recreational organization activities

# SKILLS

* Google Analytics
* Canva
* Microsoft Office Suite
* Adobe Creative Suite
* Social Media Marketing
* Search Engine Optimization
* Project Management