

Hayden Schuster



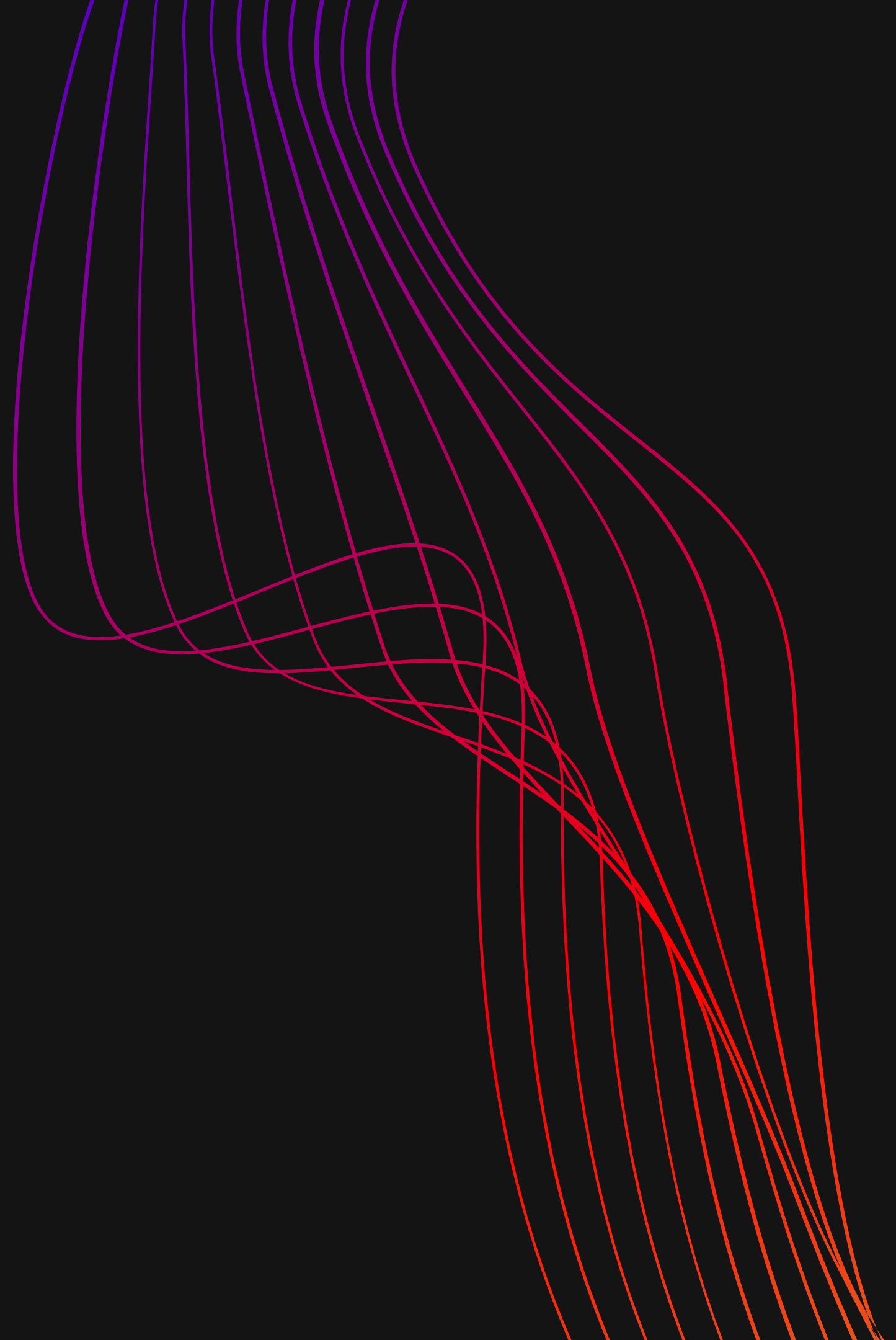
Aspiring Program Director, Marketing/Product Manager,
Digital Marketing Specialist, or similar roles

OWNER OF
ROSE CITY MARKETING, LLC

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My Previous Role

**DIGITAL MEDIA SPECIALIST, CLARK COUNTY
EVENT CENTER (AUG '18 - MAY '20)**

[Article: Challenge & Personal Growth: My Time at
the Clark County Event Center](#)



"Since the time Hayden stepped through our doors we witnessed tremendous leadership qualities and a passion for self-improvement. He knows how to bring out the best in the people around him with empathy, self-awareness and humility." - Tawnia Linde, Director of Marketing at the Clark County Event Center



MORE AT HAYDENSCHUSTER.COM

Education



MILWAUKIE HIGH

Milwaukie, OR | Class of 2013
Varsity Athlete (Soccer/Tennis)
Finished 167 college credit classes
at Clackamas Community College



UNIVERSITY OF OREGON

Eugene, OR | Class of 2017
BA in Journalism & Communication:
Advertising Focus
Minor in Business Administration



LA TROBE UNIVERSITY

Bundoora, VIC Australia
Fall '16 - Summer '16
Australian ISEP Government
Scholarship Recipient

Work experience



“INTELLECTUAL GROWTH
SHOULD COMMENCE AT
BIRTH AND CEASE ONLY
AT DEATH.”

Albert Einstein

DIGITAL MARKETING SPECIALIST -AUG '18 - MAY '20

In-house digital agency focused on educational enhancement, tangible conversions, sponsor fulfillment, and community outreach. Duties included website design/maintenance, content creation, volunteer management, giveaways, budget & contract review, SEO, paid/organic digital media, newsletter maintenance, & data implementation for various events year-round

MARKETING ASSISTANT - JAN '18 - AUG '18

In charge of digital marketing strategy. Heavy use of analytics as a tool for experimentation. Assisted with administrative tasks, event coordination and sponsor interaction year-round

IT TECHNICIAN - AUG '13 - OCT '17

Evaluated and fixed user issues, removed and replaced malfunctioning components, upgraded WAP's and identified WIFI connectivity issues, installed/replaced jacks, installed/fixed university phones, Assisted IT technicians

SERVER - OCT '13 - AUG '17

Greeted customers, helped w/ food prep, took orders, cleaned/set tables. Practiced adaptability & teamwork daily



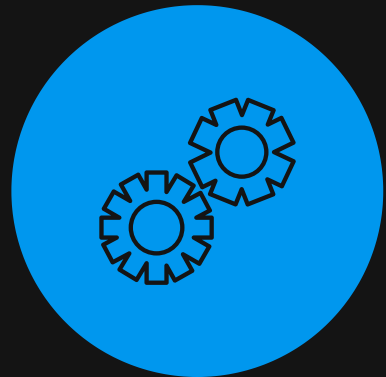
Community Outreach
and Partnerships



Sponsor Proposal
Generation and Event
Fulfillment



Communication Skills
and Public Speaking



Paid/Organic Social
Media Campaigns

Skills and abilities

Skills and abilities



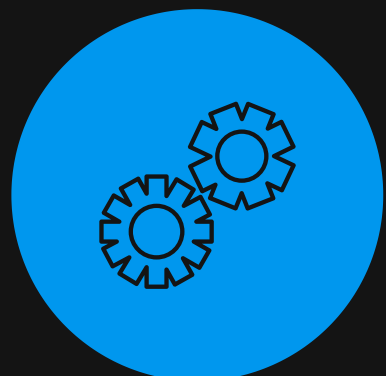
Client Communication
and Customer Service



Google Analytics, FB Pixel, Google Ads, Google Drive,
Office 365, HootSuite, Constant Contact, Canva, PPP,
Excel, Word, PS, Squarespace, Wix, WordPress



Contracts and Budget
Maintenance



Communication Skills &
Public Speaking

Digital Marketing Campaign Experience



Clark County Fair
('18, '19)



Clark County's Inaugural 4th at
the Fairgrounds
('19)



Washington State
Horse Expo
('18, '19 & '20)



Year-Round Event
Marketing Campaigns
(Jan '18 - May '20)

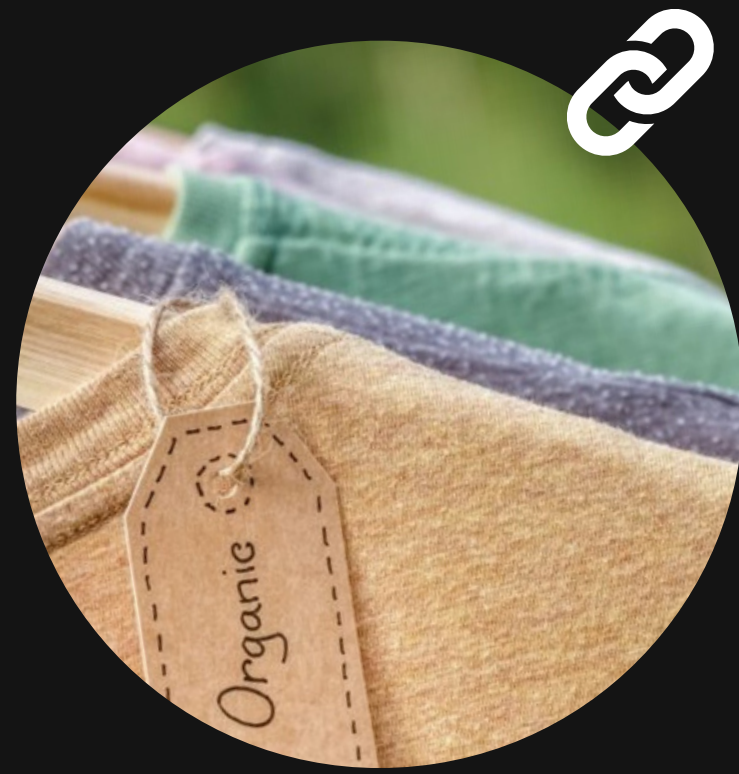


For campaign details, click the circles above or visit my [website](#)

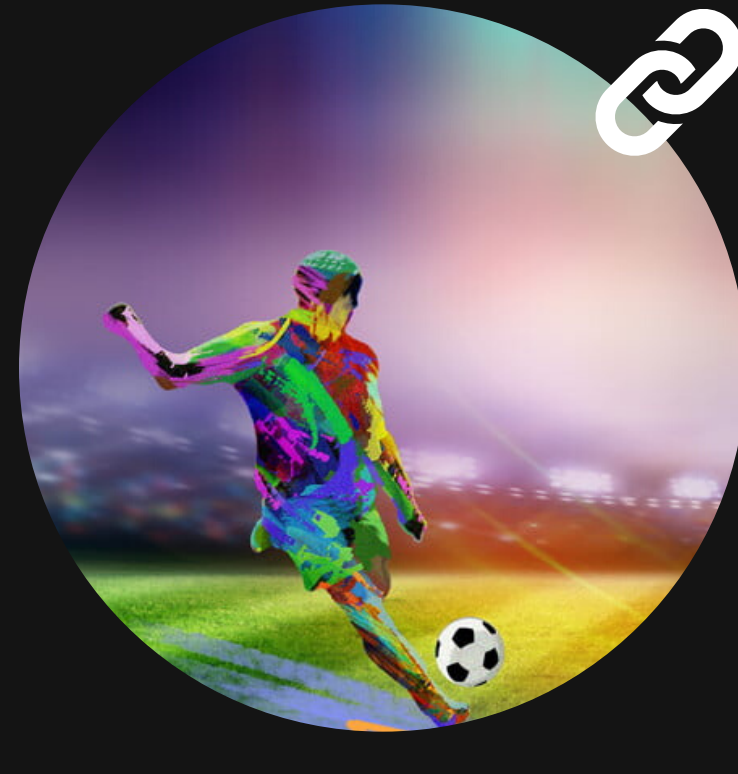
Past Projects



Adidas World Cup Campaign
Senior, 2017



Belvan Clothing
Advertising Campaign
Junior 2016



For the Love of the Game
Junior 2016



Climate Change
Campaign
Sophomore 2015

 For project details, click the circles above or visit my [website](#)

Leadership Skills



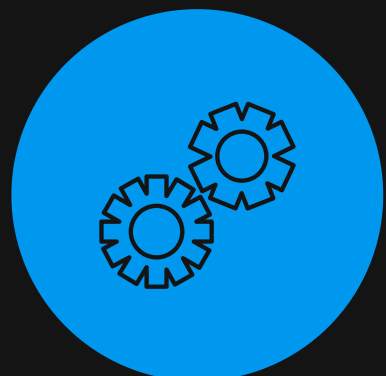
Self-aware and empathetic towards the wants and needs of others



Excellent at bringing the best out of the people around me



Skilled at bringing departments together to exceed organizational goals



Endless pursuit of self-improvement in all aspects of life

Role Models



Damian Lillard
Portland Trail Blazers PG



Marcus Mariota
Las Vegas Raiders QB



Diego Valeri
Portland Timbers



Justin Herbert
Los Angeles Chargers QB

Recommendations

Please feel free to contact anyone on this list.

John Morrison
Executive Director/Fair
Manager/CEO
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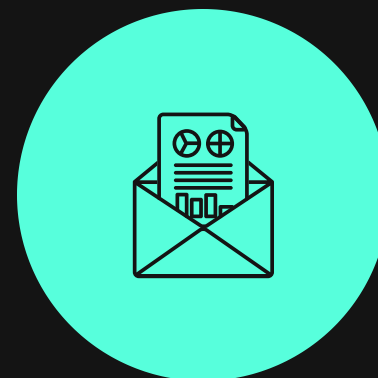
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**Let's work
together!**



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WEBSITE/RESUME

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