**PAWS C. CATAMOUNT**

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**EDUCATION:** Western Carolina University Cullowhee, NC

B.S.B.A. in Marketing Expected May 2022

* Minor: Management

Jackson County Early College Sylva, NC

Diploma June 2019

**RELEVANT** Marketing Principles I Marketing Planning & Strategy

**COURSES:** Sport Marketing Applied Management Skills

Human Resource Management Organizational Theory

**COURSEWORK:** Social Media Marketing Project Spring 2020

* Collaborated with 4 team members to develop hypothetical social media marketing plan for local brewery
* Used concepts learned to construct plan using Twitter, Facebook, and Instagram platforms
* Consulted with owners on business and social media goals
* Presented marketing plan to owners and faculty

**PROFESSIONAL** WCU DegreePlus program Fall 2019-Present

**DEVELOPMENT: •** Attended five on-campus events that taught professionalism

skills including Working in a Multigenerational Office, Managing Workplace Conflict, and Communication Skills for the Workplace

**ADDITIONAL** Social Media Platforms: Facebook, Snapchat, Twitter, Instagram,

**INFORMATION:** Computer programs: Microsoft Office Suite 2016, Adobe Photoshop Creative Cloud, Adobe InDesign Creative Cloud, Adobe Spark