

Grayson W. Edwards

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EDUCATION

University of San Diego, Knauss School of Business
Bachelor of Business Administration, Marketing

San Diego, CA
December 2022

MARKETING EXPERIENCE

Assistant Manager

Rosewood San Diego

May 2018 – April 2022
San Diego, CA

- Created social media strategies to increase sales and brand awareness across multiple platforms
- Wrote social media content to showcase products and increase engagement with customers
- Collaborated with store managers to develop strategies for achieving sales and profit goals
- Directed 4 employees to drive productivity and efficiency on the sales floor

Marketing Intern

Urban Armor Gear Inc.

January 2017 – February 2017
Laguna Niguel, CA

- Conducted research on competitor marketing strategies and digital content
- Assisted in content research for both internal and external marketing campaigns
- Prepared marketing materials and slide decks presenting research and strategies to upper leadership

DESIGN PROJECTS

Designer - Collegiate Apparel Collection, Rosewood San Diego

July 2021

- Developed designs in Photoshop in alignment with collection specifications and branding guidelines
- Marketed apparel collection through social media channels Instagram and Twitter, selling 100% of inventory

Designer - Hat Collection, Rosewood San Diego

January 2021

- Designed hat mockups in Adobe Photoshop to promote brand awareness and sell merchandise
- Collaborated with store owner on quantity of product to release and theme of collection

VOLUNTEERING EXPERIENCE

Volunteer, Art of Marketing Conference, AMA San Diego

October 2022

- Directed 200+ patrons to designated conference meeting rooms and registration table
- Answered questions about program schedule and conference meeting locations

OTHER EXPERIENCE

Retail Sales Associate

Off the Bench

May 2022 – Present
San Diego, CA

- Monitor sales floor to identify customers in need of assistance and merchandise requiring replenishment
- Use product knowledge to suggest items to match client needs
- Stock shelves and organize displays to focus customer attention on specific items

INVOLVEMENT

Member, USD American Marketing Association

Member, Alpha Tau Omega Fraternity

September 2022-Present
February 2020-Present

SKILLS

Computer: Wix, Square Space, Adobe Creative Cloud (Photoshop, Illustrator), Video Editing (iMovie, Final Cut Pro), Canva, Tableau, IBM SPSS, Microsoft Office (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides)

Certifications: Microsoft Excel Certification