

# Trey Hoepner

## Marketing Specialist

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Website: <https://www.gamewinnrs.com/>

### SKILLS

- Proficient in Photoshop, Microsoft Suite, Google Suite, Affinity Designer (vector graphics editor), Shopify, Google Analytics, Hootsuite, Facebook Ads, Square, Weebly

### CERTIFICATIONS

- The Fundamentals of Digital Marketing – Google Digital Garage
- SEO Fundamentals – Semrush
- Marketing Analytics – Great Learning

### EXPERIENCE

#### **Game Winnrs, E-commerce Business** - *Founder and CEO*

OCTOBER 2020 - PRESENT

- Created social media accounts on multiple platforms, and built the brand's website
- Content creator for the company's website, email subscriptions, and social media posts
- In charge of website management, social media management, and budget management
- Leveraged graphic design platforms to create and design t-shirts

#### **Prospects Athletics** – *Social Media Marketing Assistant*

June 2023 - PRESENT

- Create content for social media accounts and ensure brand consistency
- Work with corporate on marketing initiatives and website design
- Utilized Hootsuite to schedule social media posts across 10+ accounts

#### **Mercyhurst University** – *Sports Business Management Intern*

JANUARY 2023 – MAY 2023

- Developed graphics for social media posts
- Real-time social media posts and updates for sporting events
- Content creator for athletic talent show/skit competition
- Active member of weekly athletic administration meetings

#### **Clocky LLC** - *Social Media Marketing Intern*

MAY 2022 - AUGUST 2022

- Content creator for Tik Tok and Instagram
- Assisted in social media strategy planning, and conducted research on media trends
- Developed videos that received 11.5K views on Tik Tok and 41K views on Instagram
- Gained Tik Tok over 1,200 followers & 7,000 likes, gained Instagram 500 followers

### EDUCATION

#### **Mercyhurst University, Erie PA** - *Double Major, Graduated in the Class of 2023*

*BA in Marketing & BA in Sports Business Management*

SEPTEMBER 2019 – MAY 2023

- 3.8 GPA
- Men's Basketball Division II Athlete
- Awards: 3x Dean's List & 3x PSAC Scholar Athlete