

# Michael Totten

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## **OBJECTIVE**

Seeking a job opportunity to obtain marketing skills that promote growth within the organization and add value to the team by presenting innovative ideas, analyzing information, researching, and developing marketing strategies.

## **EDUCATION**

**North Carolina Agricultural and Technical State University**, Greensboro, NC

*Bachelor of Science in Marketing*: Spring 2024 Graduate

Cumulative GPA: 3.53

Relevant Coursework: Marketing Research, Product Management, Business Computer Applications, Principles of Economics, and Principles of Accounting

Awards: Thurgood Marshall College Fund Scholar (TMCF)

Chancellor's List- 2020 Fall and 2020 Spring Semester

Dean's List- 2020 Fall through 2024 Spring Semester

Scholarships- Burger King Endowment Scholarship Recipient and COBE Annual Scholarship Recipient

## **SKILLS**

Software: Word, Excel, and PowerPoint

Social Media Marketing: Proficient in Social Media platforms such as advertising and spread awareness on campaigns using Adobe, Instagram, Twitter, and Pinterest.

## **INTERPERSONAL SKILLS**

Teamwork	Dependable	Responsibility	Leadership	Problem-Solving
Innovative	Multitasker	Creative	Time Management	Detail Oriented

## **WORK EXPERIENCE**

**Nationwide, Columbus, Ohio**

**Marketing Rotational Leadership associate in social media, commercial lines, and life** July 2024 - Present

- Performed analysis of marketing data on different competitors in the industry
- Assisted in the creation of mockups, email campaigns, online promotion, etc.
- Monitor trending business topics while transforming data and trends into strategic recommendations
- Delivered risk prevention articles with protection solutions for jobsites
- Created specific construction accounts and their appointed agency contacts
- Supported content management needs (creating, editing, enhancing, and removing templates and assets)
- Developed a calendar for P&C assets within social media

**DIGGIN' IN THE CRATES HIP HOP PODCAST AND SHOW, Greensboro, North Carolina** September 2022 - January 2023

**Marketing Intern**

- Assist with the preparation and delivery of training materials
- Perform analysis of marketing data on current music trends
- Monitor social media for trending topics to utilize on social media channels
- Prepared video presentations for the podcast show aiding in editing podcast episodes

