

# TELFORD KUNSELMAN

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Recent college graduate with a background in leadership and a demonstrated history of volunteerism, excellent communication skills, and a can-do attitude to match. I am looking forward to beginning my career in marketing and business with a company that will allow me to explore and challenge my abilities. I am most excited to put my abilities to the test and learn new skill sets in the industry.

## EXPERIENCE

**January – May 2024**

**INTEGRATED MARKETING COMMUNICATIONS PORT FARMS PROJECT, PENN STATE BEHREND**

Responsible for running an industry analysis, conducting industry-related market research, and identifying business strengths, weaknesses, threats, and opportunities for port farms. Other responsibilities include communicating effectively in a team setting, communicating with different teams, & assisting in other non-strategic marketing areas (i.e., creative and analytical).

**August – December 2023**

**Capstone Business Simulation, PENN STATE BEHREND**

Responsible for forecasting product demand, setting competitive pricing initiatives, and budgeting marketing expenditures in accordance with production and R&D initiatives.

**August – December 2023**

**(“STUKENT”) SOCIAL MEDIA SIMTERNSHIP, PENN STATE BEHREND**

Responsible for running organic & paid social media campaigns to maximize awareness, consideration, revenue, and more.

**January – May 2023**

**X-Culture International Business Project, PENN STATE BEHREND**

Responsible for international teammate collaboration, project management, assigning tasks to teammates, evenly splitting up workloads, analyzing foreign markets, analyzing market potential for products, and more.

**JUNE – AUGUST 2021**

**WAREHOUSE PACKAGE HANDLER, AMAZON**

Responsible for sorting, scanning, labeling, moving, and handling packages.

**JUNE – AUGUST 2019**

**CUSTODIAN, MAINTENANCE, GROUNDSKEEPER, WEST FOREST HIGH SCHOOL**

Responsible for cleaning, painting, moving furniture, running lawn equipment, fixing equipment, and other responsibilities as needed.

## **EDUCATION AND LEADERSHIP**

**COMPLETED – MAY 2024**

**BACHELOR OF SCIENCE, MARKETING (BS), PENN STATE BEHREND**

I began my first year of college during the pandemic and achieved a 3.44 GPA while attending classes remotely. Inducted into the National Society of Leadership and Success – spring semester. I was honored to be on the dean’s list – Fall 2023. I completed my degree with a cumulative GPA of 3.35.

**COMPLETED – JUNE 2020**

**HIGH SCHOOL DIPLOMA, WEST FOREST HIGH SCHOOL**

I graduated High School as a member of the National Honor Society, earning the honor of being salutatorian of my graduating class. While in high school, I was a member of the Family, Career, and Community Leaders of America (FCCLA), where I competed in state and national conferences, earning gold and bronze medals, respectively. I was also a member of student government and captain of the golf team my senior year, and I received the Fredrick Douglas and Susan B. Anthony Award for good citizenship.

## **SKILLS AND CERTIFICATIONS**

- Knowledge of Microsoft Suite and Google Docs
- Hootsuite Platform Certification (Hootsuite Academy)
- Social Media Marketing Certification (Hootsuite Academy)
- Google Analytics
- Fast learner
- Leader
- Ability to work with little supervision
- Dependable and the go-to person on the job

## **ACTIVITIES**

I enjoy golf, boating, kayaking, gaming, cooking, skateboarding, lifting weights, exercising, hiking, and creating things in my free time.

## **REFERENCES UPON REQUEST**