

# ARTHUR EGAN

(402) 981-4640 | eganarthur8@gmail.com

## Summary

I am an Advertising and Marketing student at South Dakota State University. I am interested in working in advertising, marketing, or sales. I love communicating with people on ideas and strategizing projects.

## Education

### ***South Dakota State University | Brookings, SD***

Bachelor of Science in Advertising | Marketing Minor | Communications Studies Minor  
Graduating May 2021

### ***Creighton Preparatory School | Omaha, NE***

Graduated with High Honors in May 2017

## Experience

### ***Interlake Community Action Partnership***

Brookings, SD | August 2020- December 2020 | Social Media and Marketing Intern

I ran the social accounts for all 14 South Dakota locations of ICAP. I created and scheduled 3 posts per week while designing the graphics myself. I also created Instagram and Twitter accounts for them since they had only used Facebook previously. I then trained the supervisor to take over for me when I finished since they had not used their social media much at all.

### ***East Central CASA***

Brookings, SD | May 2020-July 2020 | Social Media Intern

I worked on a social media calendar schedule for the fall of 2020. I created original posts for Instagram, twitter, and Facebook including captions and graphics. A simple yet task internship that was taken in light of COVID-19 cancelling other opportunities.

### ***South Dakota State Football Team***

Brookings, SD | July 2019- Present | Division 1 Student Manager

I work as an assistant to the Tight End Coach, coordinating and organizing all things equipment for the players, as well as coach younger players. I also travel with the team,

making sure all equipment and gear is in the right place and secure for the players and staff which is an extremely complicated process that we take pride in.

### ***Egan Supply Company***

Omaha, Ne | May 2019- July 2019 | Contract Laborer

Managed and led a crew of five contract workers on over 50 gym floor resurfacing projects for schools and gyms across Nebraska and western Iowa. I worked alongside them while doing quality assurance and managing equipment security and transfer and building business relationships.

### ***Marco's Pizza***

Brookings, SD | May 2018- August 2018 | Pizza Delivery Driver

I gained an appreciation for brand image while using positive communication when dealing with customers and coworkers. I also had consistent product quality to ensure customer satisfaction and improve brand equity. All while learning how to make quality pizza from scratch.

### ***Lifetime Fitness***

Omaha, NE | May 2017-August 2017 | Poolside Café Worker

I maintained a clean work area while managing inventory and preparing food. I learned how to properly store food and tried to exceed customer expectations by having positive interactions with them.

### ***Jimmy John's***

Omaha, Ne | May 2016-August 2016 | Sandwich Maker

I worked towards providing a quality brand image for customers by cleaning, storing, and preparing a good product every time. I also effectively opened and closed the store showing I could manage daily revenue effectively.

## **Related Class Experience/Activities**

### ***Division 1 Athlete***

I was recruited by SDSU out of high school on scholarship to play football and I did for two years. I learned how to manage going to practice, lifting, and games while being a full-time student. I still work for the team and have almost the same amount of time commitment today.

### ***Certifications***

Hubspot Email Marketing

Hubspot Inbound Marketing

## Hubspot Digital Marketing

### **Classes**

#### Digital Promotions

- Created and implemented a full campaign for a local coffee shop involving all aspects of marketing.

#### Advertising Principles

- Learned about market segmentation and all things audience.

#### Data Analysis

- Studied how to analyze consumer data and targeted advertising.

#### Digital Media

- Designed social media and digital ads for made-up businesses.

#### Advertising Copywriting and Design

- Learned how to write effective copy for ads as well as

#### Global and Multicultural Advertising

- Focused on targeting ads to different market segments and being as effective as possible.

#### Integrated Marketing Communications

- Worked on an ad campaign to represent the university in a national competition.