




# Quinton McClannan

BUSINESS ADMINISTRATION | MARKETING

## CONTACT

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## EDUCATION

### BACHELOR OF BUSINESS ADMINISTRATION, MARKETING

Western Washington University

Bellingham, WA

Expected Graduation: 06/2026

## TECHNICAL SKILLS

Google Analytics  
HubSpot  
Simmons Insights  
Webflow  
Canva  
Figma

## CERTIFICATIONS

IBM SPSS  
Webflow  
HubSpot

## SKILLS

Social Media Marketing  
SEO (Search Engine Optimization)  
Digital Advertising  
Brand Management  
Market Research (Primary & Secondary)  
Data Analysis  
Consumer Insights  
Agile Methodologies  
Google Workplace  
Microsoft Office

## PROFILE

Marketing student with hands-on experience in digital marketing, research, and content creation. Skilled in data analytics, social media marketing, SEO, and agile project management. Proven ability to collaborate with businesses and academic teams on research, promotion, and strategic marketing projects.

## WORK EXPERIENCE

### EVENT MARKETER AND CORDANATOR

09/2025 – 02/2026

Western Washington University

Led and assisted in the planning and execution of marketing program events, driving a 170% year-over-year increase in target audience attendance.

### MARKETING INTERN

06/2025 – 01/2026

La Sportiva

Collaborated with the marketing team to support events, drive product campaigns, write copy, manage website operations, and improve SEO optimization.

### Silicone Flatirons Participant - Startup

06/2025 – 09/2025

CU Boulder Silicon Flatirons

Collaborated with a team to design and develop Uni-Verse, a platform enhancing the college learning experience, conducting market research and user testing to refine the product. Presented our solution to a panel of judges, applying entrepreneurial skills in problem-solving, adaptability, and team collaboration.

### PRODUCT MANAGER

04/2025 – 6/2025

Western Washington University

Manages a team to help clients achieve their goals using research, content creation, strategic promotion, and distribution across various digital platforms.

### CONTENT CREATOR

01/2025 – 04/2025

Western Washington University

Collaborated within a team to help clients achieve their goals through research, content creation, and strategic promotion and distribution across various digital platforms. Monitored performance and adjusted strategies as needed.

## AFFILIATIONS

- Student Marketing Association
- NOLS Alumni