

Peyton Phomsamouth

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EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN

Curtis L. Carlson School of Management

December 2024

- Bachelor of Science in Business, Major: Marketing

EXPERIENCE

THE LESSER WORD – SANITY RESTORING BOOKS, Lakeville, MN

Creative Writer, Website Manager

January 2024– Present

- Use HTML/CSS to maintain a website to practice what I've learned in classes, primarily SEO, digital marketing, entrepreneurship, and brand management
- Increased average daily view count from 10 to 100 by designing site to be in line with modern design principles, submitting to Google for indexing, updating regularly, and making use of specific tags to maximize SEO
- Advertise via social media my writing based on classical philosophy: 32,000+ views and counting

DIGITAL MARKETING, Minneapolis, MN

Digital Marketing, UMN-CSOM

Jan 2024 – April 2024

- In teams, advertised electronic and physical media to increase visitor turnout to 200+ people to meet our quota

ADDITIONAL EXPERIENCE

UNIVERSITY OF MINNESOTA BOOK STORE, Minneapolis, MN

Cashier

May 2022 – July 2022

- Cashiered front desk cheerfully to give a hospitable and easygoing shopping experience for customers
- Maintained conversation with customers during long check-outs so they leave with a smile
- Assisted coworkers in bagging and sorting large check-outs to increase productivity
- Increased sales by proactively answering questions and escorting customers to items they can't find

CRACKER BARREL, Lakeville, MN

Host, Waiter, Dishwasher

June 2019 – April 2021

- Served patrons with excellent customer service, hospitality, and kindness in a busy restaurant environment filled with hungry customers, children, and 30 to 60+ minute wait times
- Organized seating arrangements to maximize customer satisfaction and turnout while minimizing stress for waiting staff and waiting time for patrons
- Maintained conversation with patrons during long wait times to increase customer retention and create a more pleasant customer experience where patrons feel valued
- Advertised daily specials to increase sales and customer satisfaction by leading patrons to food items they'll like
- Assisted coworkers in understaffed departments by cross-training into their roles to maintain productivity

INVOLVEMENT

KNIGHTS OF COLUMBUS, Lakeville, MN

Trustee

July 2024 – Present Year

SKILLS

Technical Skills: Microsoft Word, PowerPoint, Excel, HTML/CSS, Adobe Photoshop

AWARDS / CERTIFICATIONS / INTERESTS

- Google Ads Search, 2024

Peyton Phomsamouth

Contact information

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peytonphomsamouth@gmail.com

20951 Independence Avenue, Lakeville, MN

To whom it may concern,

I'm a student that will be graduating this December, and I can offer you the skills I've learned from my years as a Marketing major at the Carlson School of Management and putting what I've learned from classes into to practice from my management of my website where I publish creative writing based on classical philosophy.

My coursework: Marketing Strategy, Digital Marketing, Data-Driven Marketing, Brand Management, Marketing Research, Buyer Behavior, Principles of Marketing, Business Ethics, Contemporary Management, Business Scenarios in Excel puts me in a good spot to learn whatever else I require to better aid your needs. My experience with my website helped me develop the marketing skills I've learned from my coursework. Most particularly SEO, digital marketing, entrepreneurship, and brand management.

If you're interested, please find my resume attached for more details. I look forward to speaking with you during an interview. Please feel free to contact me at 952-261-9820 anytime after 12:30 PM on Monday to Thursday or anytime on Friday or Saturday. Thank you for your time and consideration.

Sincerely,

Peyton Phomsamouth

September 20, 2024