

Wesley A. Ferrell

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SUMMARY OF QUALIFICATIONS

- Digital media specialist skilled in Adobe Premier, Illustrator, Photoshop, and InDesign
- Designed multiple websites using HTML, CSS, Bootstrap5, and WordPress
- 5 years of fast paced customer service experience
- Experienced face-to-face marketer selling 20-30 products daily

EDUCATION

Bachelor of Science Digital Media Innovation

Awarded December 2023

Texas State University, San Marcos, Texas

Minor: Media Studies

Overall GPA: 3.33

Relevant Coursework: Fundamentals of Digital and Online Media, Advanced Social Media Analytics, Media Studies, Media Design, Media Law, Web Design and Publishing, Video and TV News Production, Visual Storytelling

HONORS

Dean's List

Fall 2023, Fall 2022, Spring 2022

Texas State Achievement Scholarship

Fall 2020, Spring 2021

EXPERIENCE

Culinary Selling Specialist

June 2023 – Present

HEB, Kyle, Texas

- Developed and wrote innovative recipes that highlighted store products, enhancing customer engagement and driving sales
- Promoted and sold featured grocery items through engaging cooking demonstrations and tastings of food and wine, contributing to increased product turnover
- Cultivated strong relationships with customers by offering personalized culinary advice and creating a welcoming, interactive experience to promote customer retention

Copy Editor and Writer

January 2023 – May 2023

Lewk Magazine, San Marcos, Texas

- Proofread and edited written content for grammar, spelling, punctuation, and clarity
- Enforced adherence to style guides to ensure consistent tone and voice throughout all materials
- Identified errors in formatting, layout, or typography and made necessary corrections
- Worked closely with graphic designers to ensure text integration within visual elements was seamless
- Collaborated with other writers to translate the college experience into readable yet articulate text

Student Social Media Team Member

March 2022

SXSW, Austin, Texas

- Captured high-quality event photographs and short-form video content to promote SXSW's music and film sessions, effectively capturing the essence of the festival
- Quoted keynote speakers to create compelling content that highlighted key moments and insights from the festival
- Produced and edited social media content with rapid turnaround times, meeting strict deadlines and ensuring timely updates during the festival

Barista

July 2021 – May 2023

On The Grind LLC, New Braunfels, Texas

- Served over 300 customers an hour in a fast-paced drive-thru setting
- Promoted customer retention through generous hospitality with customers, like memorizing orders and having them ready before they arrive
- Handled customer service issues and counted drawers of \$300+
- Entrusted to close the shop and trainee onboarding