

Wesley A. Ferrell

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SUMMARY OF QUALIFICATIONS

- Detail oriented marketer with a background in communications, guiding conversions through engaging brand ambassadorship.
- Skilled in project management and collaboration, delivering campaigns on time and exceeding expectations.
- 5+ years of customer service in fast-paced settings requiring strong communication and problem-solving skills.
- Strengthening relationships and improving client satisfaction through effective communication and people-first engagement.

TECHNICAL SKILLS & CERTIFICATIONS

Technical Skills: Excel, PowerPoint, Word, OneDrive, SharePoint, InDesign, Photoshop, Illustrator, Premiere Pro, Canva, Figma, HTML, CSS, Bootstrap 5, WordPress, Weebly, HubSpot, Constant Contact, Qualtrics, Google Analytics 4, and Google Ads

HubSpot Social Media Marketing <i>HubSpot Academy</i>	November 2025
Google Analytics Certification <i>Google Skillshop</i>	October 2025
HubSpot Digital Marketing <i>HubSpot Academy</i>	September 2025
Google Digital Marketing and E-commerce <i>Coursera – 4/7 courses completed</i>	In progress
1. Foundations of digital Marketing and E-Commerce	June 2025
2. From Likes to Leads: Interact with Customers Online	June 2025
3. Attract and Engage Customers with Digital Marketing	July 2025
4. Think Outside the Inbox: Email Marketing	August 2025

EXPERIENCE

Culinary Selling Specialist HEB, Kyle, TX	June 2023 – Present
<ul style="list-style-type: none">• Graduated Partner Development Series, a program designed to educate employees on store operations, cultivate company culture, and create leaders from within.• Promoted H-E-B private-label products as a brand ambassador, increasing customer engagement and product visibility.• Fostering community with customers by offering personalized recommendations, ensuring memorable client experiences that deepen customer loyalty and retention.• Developing innovative marketing strategies for engaging live demonstrations to exceed 50% lift goals on promotional items daily.• Writing and tailoring recipes to meet the unique needs of Kyle HEB's diverse target markets.	

Copy Editor and Writer Lewk Magazine, San Marcos, TX	January 2023 – May 2023
[Extra-curricular activity]	
<ul style="list-style-type: none">• Collaborated with writers and graphic designers to craft cohesive content that aligned with branding goals and creative direction.• Edited content for clarity, tone, and consistency with internal style guide, ensuring high-quality deliverables.• Identified and resolved issues with formatting and layout in written content.	

Student Social Media Team Member South by Southwest® (SXSW), Austin, TX	March 2022
[Volunteer]	
<ul style="list-style-type: none">• Captured and produced high-quality photographs, video content, and marketing materials to capture the spirit of the festival.• Attended keynote speeches and panels to identify key quotes to compliment visual assets.• Delivered marketing materials promptly after events concluded to ensure seamless live coverage on all platforms.• Thoroughly reviewed all contributions to maintain accuracy, and ensured tone and meaning were communicated clearly.	

EDUCATION

Master of Science in Marketing Research and Analysis	May 2027
<i>Texas State University, McCoy College of Business, San Marcos, TX</i>	
Relevant Coursework: Digital Marketing, Marketing Management, Statistical Methods for Business	

Bachelor of Science in Digital Media Innovation, Minor: Media Studies	December 2023
<i>Texas State University, School of Journalism and Mass Communication, San Marcos, TX</i>	
Relevant Coursework: Advanced Social Media Analytics, Media Design, Visual Storytelling, Web Design and Publishing, Video Production, TV News Production	

HONORS

Texas State Graduate Merit Fellowship	Fall 2025
Dean's List	Fall 2023, Fall 2022, Spring 2022
Texas State Achievement Scholarship	Fall 2020, Spring 2021