

**RYLEE TATE**  
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## **EDUCATION**

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**Kennesaw State University** Kennesaw, GA  
Bachelor of Business Administration, Marketing May 2025  
Minor, Information Systems

- GPA 3.7/4.00
- Zell Miller Scholarship
- President's List: Fall 2022, Fall 2023
- Dean's List: Fall 2021, Spring 2023, Fall 2024

## **WORK EXPERIENCE**

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**Marketing Intern** April 2024-August 2024  
Jones & Swanson Marietta, GA

- Developed web content to maximize SEO
- Implemented and monitored marketing strategies to increase conversion rate
- Facilitated community outreach and engagement initiatives

**Marketing Intern** April 2023 – March 2023  
MADISON. the brand Remote

- Manage marketing campaigns for esteemed law firms and telecommunication companies
- Create and monitor SEO campaigns that effectively drive conversions
- Recognized in the July 2023 issue of *DigitalFirst Magazine* alongside the CEO

**Food & Beverage Employee** January 2022 – January 2023  
Governor's Towne Club Acworth, GA

- Served patrons in an upscale country club to increase sales by 10%
- Earned multiple role promotions based on performance
- Selected as employee of the month, May 2022

**Shift Manager** August 2019 – January 2022  
Otter's Chicken Kennesaw, GA

- Managed finances by digitally recording financial transactions
- Trained and managed new employees each month

## **ADDITIONAL INFORMATION**

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- Skills – Squarespace, Google Ads, Canva, Photoshop, HTML5, SPSS
- Certifications – Agile Foundations, Google Analytics for Power Users, Getting Started with Google Analytics 360, Advanced Google Analytics, Google Analytics for Beginners
- Assisted in graphic design marketing projects for rapper Future and producer Hendrix Smoke
- Interests include fashion, music, hiking, urban exploration, travel, and videography