**ASHTON M. N. ZENUK**

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 **EDUCATION**

**Baylor University**- Waco, TX

Hankamer School of Business

Field of Studies- Entrepreneurship & Corporate Innovation, and Marketing

**MARKETING & ENTREPRENEURIAL EXPERIENCE**

**Amity Apparel- Founder**

**Start-up apparel brand**

(August 1st- Current)

* Founded environmental-focused online apparel brand.
* Promotes sustainable American made apparel.



**Proximity Malt**- Milwaukee, WI

www.proximitymalt.com

**Internship (Summer 2017)**

**Marketing Specialist**

* Encouraged innovation leading into new distribution channels, including home-brewing and food ingredients.
* Managed a search engine optimization project.
* Leveraged social media platforms through research and analytics.
* Lead creative works and strategy for an online marketing campaign.

**Growers Express**- Salinas, CA

www.growersexpress.com

**Internship (Summer 2016)**

**Marketing Category Manager & Sales Assistant**

* Analyzed big data and created advanced excel spreadsheets and presentations.
* Managed order processing and transportation of $ 1 million in fresh produce working in collaboration with Wal-Mart.
* Participated in a management-training program covering farm production, harvest, cooling, packing, shipping as well as product development and marketing.

**TECHNICAL SKILLS**

JMP & SPSS: Data Analysis and Statistical Software

Metric and Imperial systems

Mintel: Global Marketing Research & Market Insight

Mobile application architecture