**Taber Kocmond**

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**Objective Statement**

A graduating senior at Auburn University with a passion for marketing, excited to venture outside of college to find a gratifying, life-long career. With 4 years of industry experience, I bring an unwavering work ethic and dedication in all endeavors I pursue.

**Education**

Auburn University, Harbert College of Business Auburn, AL Bachelor of Science in Business Administration May 2021 Major: Marketing

**Experience**

**Co-Founder, VP of Marketing** June 2020 – Present Chekk Trainer Dallas, TX

* Launched a start-up company in the esports industry, serving as a coaching/training platform for gamers
* Curated mass marketing strategies targeting growth in our Discord community by leveraging social media content and our online blog
* Effectively dropped our bounce rate by 10%, doubling session times on our website to drastically improve SEO and increase brand awareness

**Social Media and Marketing Intern**  Summer 2019 Ivester Jackson Christie’s International Cornelius, NC

* Cultivated digital material for the company mainly through website development and social media content
* Curated market strategy for a new commercial development uptown from the ground up, managing social content and building/managing the project’s website
* Placed in charge of managing CEOs social pages to keep clients up-to-date with new listings and company news
* Aided in the training of elite brokers on updated marketing platforms

**Marketing Intern** Summer 2018 CompuCom Fort Mill, SC

* Utilized marketing automation platforms such as SalesForce and HubSpot to push contacts through the marketing funnel, achieving our company goal of 15% retention of MQLs
* Participated in daily stand-up meetings with executives to track progress and outlay objectives
* Targeted new clientele through Buzzstream, creating inbound links for CompuCom to expand our brands market reach

**Junior Analyst** March – September 2016 2ULaundry Charlotte, NC

* Expressed interest in a growing start-up company and began canvassing flyers around Charlotte to increase brand awareness, eventually earning a part-time role as an analyst
* Successfully built the new business from its inception into the 2016 Charlotte Start-Up of the Year, earning 250k in its initial seed stage round, expanding into new markets in Atlanta
* As an inexperienced high school student, I utilized the opportunity to learn as much as I could while at 2U; conducting recon on our customer base, attending public events, cross-promoting, and website development