

# Garrett P. DeFries

Charleston, WV 25314 • <https://garrettdefries.wixsite.com/home> • 304-552-3993 • gpdefries@gmail.com

## EDUCATION

**West Virginia University** – Morgantown, WV May 2018  
Bachelor of Science in Business Administration (BSBAD) in Marketing  
GPA: 3.5/4.0, *Cum Laude*  
Marketing GPA: 3.6/4.0  
Accreditation: AACSB International  
HubSpot Academy Inbound Certified

Master's in Integrated Marketing Communications December 2019  
GPA: 3.714/4.0

## RELEVANT MARKETING EXPERIENCE

**PMPV (Positive Mind Positive Vibes)** – Clothing Brand (Online) December 2019 – Present

*Founder and Content/Apparel Designer*

- Created and designed the website [www.PMPV.shop](http://www.PMPV.shop)
- Created the logos and brand name
- Design each item on the website
- Use Facebook Ad Manager to promote

**Freelance Web Design** – Charleston, WV/Morgantown, WV May 2018 – Present

*Freelance Web Designer/Content Editor*

- Create multiple websites for clients using the platform Wix.com across numerous industries: ([theclimbcapital.com](http://theclimbcapital.com), [emseartheyeats.com](http://emseartheyeats.com), [304sportsllc.com](http://304sportsllc.com), and [tristatesportswv.com](http://tristatesportswv.com))

**West Virginia University** – Morgantown, WV August 2018 – December 2019

*Graduate Assistant/Teaching Assistant*

- Helped manage a 400-level course
- Helped with administrative duties (grading, copying, faxing, scanning)
- Assisted the Dean of the Reed College of Media, Dr. Diana Martinelli

**Charles Ryan Associates** – Charleston, WV May 2018 – August 2019

*Marketing Intern/Freelance Consultant*

- Conducted Marketing research on various industries
- Helped with assigned client projects
- Created websites for clients using Wix.com
- Sent press releases and media alerts

**The Coca-Cola Company** – Morgantown, WV July 2017 – July 2019

*Campus Ambassador*

- Built brand love: Was the face and voice of Coca-Cola on campus to enhance brand love and trust by promoting the products in the Coca-Cola portfolio and share the good the company does on campus, in the community and in the world.
- Engaged students on campus to grow awareness of Coca-Cola products through sampling events, access to great prizes, and exclusive offers available only through Coca-Cola.

**CP Hospitality** – Bridgeport, WV June 2017 – September 2017

*Marketing Intern*

- Created and followed a marketing plan
- Managed social media accounts for Mia Margherita Coal Fired Pizzeria and Bridgeport Conference Center
- Created video and picture promotions

**Sports City U Basketball Academy** – Hurricane, WV June 2016 – June 2017

*Camp Counselor/Coach/Video Editor/Social Media Consultant*

- Created and produced promotional and informational videos to post on social media

## Achievements

Coca-Cola Campus  
Ambassador of the Month  
(September 2018)

2017-18 President of the West  
Virginia University Men's Club  
Basketball Team

2017-18 Apparel Chairman of  
Delta Sigma Pi Professional  
Business Fraternity

Dean's List: Spring 2016,  
Spring 2017, Fall 2017, and  
Spring 2018  
President's List: Fall 2016

Received WV Promise  
Scholarship, WVU Vandalia  
Scholarship, Energy  
Corporation of America  
Foundation Scholarship and  
Academic Excellence Redskin  
Scholarship

1st Place Champion at the 2013  
and 2014 WV State DECA  
Conference in the Advertising  
Campaign Event category

Award of Excellence from the  
2013 ICDC in Anaheim, CA in  
recognition of Advertising  
Campaign

## SKILLS

Wix Website Builder,  
Google Adwords, Microsoft  
PowerPoint, Excel, Access,  
Word, Juxtaposer Photoshop  
Application, Windows  
Movie Maker, and  
Wondershare Filmora Video  
Editor

Leadership, Teamwork,  
Communication, Social  
Media Management, Video  
Editing, Website Creation  
and Relationship Building