

PAYTE TREADAWAY

254.396.4541 | ptreadaway18@gmail.com | paytestudio.com

EMPLOYMENT

Marketing Manager | Creative Team Lead

8/2023 – Present

Sixth Diamond – Stephenville, Texas

- Built digital ad campaigns, surpassing industry benchmarks and growing monthly web traffic by 794.5%
- Reimagined our website, improving bounce rate by 11.1% and monthly organic search traffic by 204.3%
- Spearheaded a period of expansion by developing 6 logos and 4 websites for new business entities
- Developed social media strategies, growing annual organic reach by 97.1% for our flagship company
- Made personnel decisions while overseeing the growth of my team from 1 to 3 full-time employees

Marketing Coordinator | Graphic Designer

9/2021 – 12/2022

99Tutors.com – College Station, Texas

- Constructed social media strategies to increase our organic reach by 259.6% year-over-year
- Crafted content and print materials to advertise across 5 digital platforms and 9 college campuses
- Orchestrated 3 influencer marketing campaigns to drive new customers to our business
- Designed email campaigns that marketed our services to over 200,000 students each month
- Identified and inquired about 47 potential marketing partnerships with other local businesses

EDUCATION

Texas A&M University | College Station, Texas

5/2023

Bachelor of Science in Visualization

Focus in Graphic Design | Minor in Business

SKILLS & SOFTWARE

Design

- Adobe Creative Suite
- Logo Design
- Motion Graphics
- UI/UX Design
- Graphic Design

Web Development

- Wordpress
- Elementor
- Divi Builder
- CSS Programming
- Performance Optimization

Marketing

- Search Engine Marketing
- Social Media Advertising
- Organic Social Media Strategy
- Email Marketing
- Event Planning & Coordination