

EVAN BRYANT

Bantam, CT • (860) 960-3669 • evanbryant1024@gmail.com

EDUCATION

University of Rochester — B.S. Marketing/Business | GPA: 3.5 | 2023–Present (Junior)

- Relevant Coursework: Operations & Strategy, Financial Management, Marketing Principles, Business Analytics, Intermediate Microeconomics, Statistics

Litchfield High School — Litchfield, CT | GPA: 3.9

EXPERIENCE

Bambuddha Group & Bambuddha Studios — Sydney, Australia | Marketing & Strategy Intern | Summer 2025

- Developed a year-long digital campaign roadmap shaping brand storytelling, content flow, and audience engagement.
- Analyzed 40+ creative studios to identify pricing gaps and trends influencing 2025–26 service model decisions.
- Built SEO metadata and keyword systems for 100+ webpages, increasing search visibility and improving site structure.
- Worked with CEO to create wireframes supporting redesign of the product and services menu.
- Managed cross-platform content pipelines through Canva and Meta Business Suite, ensuring consistent brand voice.

Bryant Glass + Shower Doors LLC — Litchfield, CT | Social Media, AP/AR, Sales Support | 2020–Present

- Processed invoices and maintained clean AP/AR records.
- Supported sales through value-driven communication, strengthening repeat customer relationships.
- Produced platform-specific content for Instagram, TikTok, and X to increase engagement and local brand visibility.

Mohawk Mountain Ski Resort — Cornwall, CT | Youth Ski Instructor | 2022–2023

- Delivered personalized youth instruction improving skill progression and lesson efficiency.
- Coordinated with staff to maintain smooth and safe lesson operations.

Sigma Chi Fraternity — University of Rochester | Recruitment Chair & New Member Educator | 2024–Present

- Organized recruitment events and assessed prospective members for values alignment.
- Led onboarding, expectations, and culture education for associate members.

LEADERSHIP & ATHLETICS

University of Rochester Varsity Track & Field — Men's Sprints Captain | 2023–Present

- Led warmups, drills, and technical sessions for 20+ athletes; occasionally directed full practices.
- Organized captain's practices, team bonding events, and recruit hosting.
- Communicated team expectations, scheduling updates, and mentored new athletes.
- Balanced 20+ hours/week of training with academics while competing in championship meets.
- Honors: Liberty League Rookie of the Week, USTFCCCA All-Region, All-Liberty League, School Record Holder (4x100m, SMR).

SKILLS

- Technical: SEO, Canva, Yoast, Meta Business Suite, Tableau, R, Excel/Sheets, Access, Wireframing
- Marketing: Brand Messaging, Social Strategy, Market & Competitor Research, Campaign Planning
- Professional: Leadership, Communication, Cross-Cultural Collaboration, Networking