



CADE WRIGHT

MARKETING DIRECTOR

ABOUT

I am an experienced marketer and web designer bringing you monetary value through my ingenuity, creativity, and commitment to excellence, translating to an increase in your bottom line.

PROFESSIONAL SKILLS

Digital advertising
Social media
Email marketing
Web content development
SEO
Google Analytics
Project management
Photo editing
Market research
Adobe Illustrator

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Passionate
Time management
Team player
Fast learner
Motivated

CONTACT

E: hello@cadewright.me
W: www.cadewright.me

SOCIAL

 [cadewright](#)

 [@cadewright](#)

WORK EXPERIENCE

MARKETING DIRECTOR

Barbareño & Cubaneo | Aug 2019 - Present

- Directly responsible for all marketing—both companies
- Manage all social media accounts
- Create social media graphics for postings
- Identify potential customers
- Build and maintain websites
- Optimize SEO
- Establish and update marketing budgets
- Develop and manage marketing campaigns
- Research competition/SWOT analysis
- Raise brand awareness

FOUNDER & OWNER

Kapena Clothing | Jan 2016 - Dec 2019

- Built apparel company with a core value system based on inspiring young people to live their best lives while making a positive impact
- Established brand identity
- Oversaw all operations
- Built and maintained website including online store
- Inspected products for quality standards
- Created successful digital marketing campaigns

EDUCATION

LINKEDIN LEARNING

January 2019 - Present

Digital marketing, SEO, coding, web development

CABRILLO COLLEGE

August 2014 - May 2018

Completed all business requirements