

CAYDEN M. SMITH

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Location: Burleson, Texas

Phone: (682) 300-8611

A hard-working, performance driven and detail-oriented graduate from Tuskegee University who possesses well-developed communication skills and the ability to perform well with a team or independently. Graduated May 2025 with a Bachelor of Science degree in Business Administration and Management. GPA - 3.5

Experience:

HS3 Marketing Solutions - Summer 2024 (Part-Time)

Marketing Assistant

- Supported the Marketing team with its initiatives and programs including but not limited to creating brand awareness through social media campaigns and market research where I assisted with competitive analysis, lead generation for SEO (Search Engine Optimization) services and created spreadsheets and reviewed analytics for client accounts.
- Demonstrated excellent organizational capabilities, initiated tasks independently and ensured their completion with project and task management tools such as JIRA, Zoom, Google Drive, and Dropbox
- Utilized strong verbal and written communication skills to adapt messaging for diverse stakeholders using communication and documentation applications such as Microsoft Teams, Slack, and Confluence
- Applied rational decision-making methodologies, leveraging data, facts, and logical reasoning to drive business strategies and solutions using Microsoft Excel and other tools such as Power BI
- Developed high-quality work products for projects, including PowerPoint and Google

Slides presentations, Excel models, analytical reports, and written deliverables tailored to business needs.

- Exhibited exceptional time management prioritizing responsibilities and meeting tight deadlines.

Texas Rangers MLB - Summer 2024 (Part-Time)

Youth Academy Coach

- Taught, coached, and instructed baseball skills and positive values in accordance to the curriculum and as an extension to the Texas Rangers.
- Modeled and displayed the utmost professionalism in appearance, customer service, and coaching behavior.
- Supervised and motivated players between the ages of 6-18, as well as, evaluate players' baseball skills and provided constructive feedback for improvement.

Harsh Reality Apparel (2023)

Creative Director

- Created designs for Harsh Reality via Adobe Photoshop
- Promoted the Apparel through word of mouth, social media, and collaborations with fellow student owned brands.

Volunteer Experience:

Triumph Youth Sports-Summers of 2018-2020

Youth Athlete Mentor/Assistant Team Manager

- Assisted Head Coach with training and mentoring of youth athletes, ages 6-17 for the summer track program.
- Responsible for equipment maintenance and distribution of training equipment and electronic timers.
- Recording of stats for each age bracket and event.
- Setup and breakdown of check-in tent and water station.
- Email distribution and communication for athletes via GroupMe app.

Skills and Knowledge

Adobe Photoshop, MS Word, Powerpoint, Excel, Google Drive, Microsoft Teams, Microsoft Office
Customer Service, Photography, Analytical Skills

Ability to communicate excellently both in written and verbal forms

Ability to complete tasks and responsibilities independently with limited or no supervision

Ability to multitask and prioritize duties

Ability to work under pressure and deliver top quality consistently

Possess positive attitude, sound judgement, and top level professionalism

Awards and Achievements

Academic

National Society of Leadership and Success

Selected by campus administration to participate among top students in a leadership program including:

- Leadership Training Day: Trained in leadership and success skills via an introspective and interactive training session.
- Speaker Events: Participated in seminars led by celebrities and best-selling authors on topics such as leadership, time management, and goal setting.
- Success Networking Teams:
- Participated in peer based leadership development teams
- Experience in setting and achieving goals, receiving coaching, coaching others, and holding others accountable to commitments.

National Honor Society (The Oakridge School)

Vice President's Honor Roll List (Northwestern Oklahoma State University)

Dean's List (Tuskegee University)

Athletic

SPC North Championship Team in 2018

SPC Tournament Qualifier in 2019

2019 South Rawlings Top Prospect List

2019 South Rawlings Top Prospect Teams List

2020 Rawlings/Perfect Game Preseason All-Region

EDUCATION

Northwestern Oklahoma State University – Business Administration (8/2020 – 12/2022) Tuskegee
University – Business Administration (1/2023 – 5/2025)