

TERRY WATSON

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BUSINESS

As a dedicated student-athlete at Gonzaga, I am pursuing an MBA with a concentration in Finance while playing on the men's soccer team. Possessing an entrepreneurial spirit, I consistently demonstrate a robust work ethic and innovative thinking. Currently pursuing a career in business, I am keen to acquire practical experience in the field. I am committed to leveraging my strong teamwork and leadership abilities to make a meaningful impact in a professional setting.

KEY COMPETENCIES

Project Management	Report writing and presenting	Strong interpersonal skills
Data-driven strategic planning	Critical thinking skills	Proactive and self-motivated
Digital Marketing Skills	Excellent communication skills	Exceptional organisational skills

EXPERIENCE

Hubbell Power Systems

May 2025 - Aug 2025

Sales and Marketing Intern

- Assisted in developing and executing targeted marketing campaigns.
- Conducted market research and competitive analysis to support sales strategies.
- Collaborated with cross-functional teams to create sales presentations and promotional materials.
- Analyzed campaign performance metrics and prepared reports to inform decision-making.

Clemson Student Health

Jan 2025 - May 2025

Social Media Intern

- Developed and implemented comprehensive social media strategies to promote student health initiatives.
- Analyzed social media performance using data-driven insights to optimize content and improve reach.
- Engaged directly with students through interactive posts, polls, and campaigns, fostering a sense of community and promoting wellness resources.
- Collaborated with campus departments to ensure consistent messaging and alignment.

Clemson Student Affairs Creative Services

Jan 2024 - Aug 2024

Marketing Strategy Intern

- Tracked and analyzed social media metrics to assess campaign performance and inform future strategies.
- Strategized and designed engaging social media campaigns to promote various clubs and organizations.
- Developed interview questions and content deliverables to effectively convey compelling stories.
- Collaborated with graphic designers and photo/video editors to create dynamic social media content.

Entrepreneurship

Aug 2018 - May 2023

- Owner of a successful resale business, specializing in sneakers and designer/vintage clothing.
- Developed expertise in market trends, pricing strategies, and product sourcing to maximize profitability.
- Built and maintained strong relationships with buyers and sellers to enhance business growth.
- Consistently generated profits through effective inventory management, targeted marketing, and strong negotiation skills.

EDUCATION & CERTIFICATIONS

CLEMSON UNIVERSITY - 2025 Graduate

B.S. - Marketing; GPA: 3.6

GONZAGA UNIVERSITY

Master of Business Administration (MBA)

-Finance Concentration

INVOLVEMENT

Gonzaga University Men's Soccer Team

2025 - Present

Team Captain

Clemson University's Men's Soccer Team

2022 - 2025

2023 National and ACC Champion

Tiger Leadership Academy

Leadership development program for select student athletes.