

Terry Watson

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EDUCATION

Bachelor of Science in Marketing

Clemson University
GPA - 3.6/4.0

Expected graduation: May 2025

Relevant Coursework:

- Digital Marketing
- Marketing Analytics
- Social Media Marketing
- Marketing Research
- International Marketing

KEY COMPETENCIES

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

INVOLVEMENT

Clemson Men's Soccer Team

2022 - Present

2023 - National & ACC Champion

Tiger Leadership Academy

Leadership development program for select student athletes.

Fellowship of Christian Athletes (FCA)

Leader of the Clemson Men's Soccer Team's FCA.

EXPERIENCE

Clemson Student Affairs Creative Services

01/24 - 08/24

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

2018 - 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.

Mindful Collective

2023

- Founded a successful clothing brand, driving the conceptualization and execution of the brand's vision.
- Managed product development, overseeing design, sourcing, and quality control to ensure high standards.
- Developed and implemented brand strategies, enhancing market presence and consumer engagement.
- Skilled in social media strategy and trend forecasting to promote brand awareness and drive sales.

Night to Shine Special Needs Prom

03/23

- Assisted in organizing a prom night for over 600 special needs individuals, prioritizing inclusivity and participant enjoyment.
- Addressed accessibility issues to create a welcoming environment for all attendees.
- Proactively troubleshooted and resolved on-site issues to ensure a smooth experience.