**Troy Carlton**

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**EDUCATION**

**California Polytechnic State University, San Luis Obispo** Expected Graduation: **June 2020**

Bachelor of Science in **Business Administration** – **Entrepreneurship** GPA: **3.48**

Minor in **Photography**

**ENTREPRENEURIAL EXPERIENCE**

**Founder, Director, Content Creator**  **September 2017 – Present**

*Carlton Video Productions San Luis Obispo, CA*

* Shoot, edit, and publish footage from weddings, concerts, special events, and corporate meetings
* Provide edited footage from Young the Giant concert attended by over 2000+ people to be used in music video with over 140 million views on Youtube
* Build brand from two wedding clients to a portfolio of over 20 events per year
* Reach out to entertainers, residents of San Luis Obispo, and managers to generate business

**Brand Strategy Intern** **September 2019 – March 2020**

*Pashion Footwear San Luis Obispo, CA*

* Developed unique marketing and product distribution strategies for innovative women’s footwear
* Coordinated possible relationships between Pashion Footwear and local distributors and retailers
* Brainstormed 3 new shoe designs based on extensive market research survey sent to 800+ people
* Managed 4 social media channels and generated 120% increase in user interactions and impressions

**Sponsorship Coordinator Intern** **June 2019 – September 2019**

*Pura Vida Bracelets San Diego, CA*

* Reached out to over 30 athletes, influencers, and artists for possible Pura Vida sponsorships
* Created thorough slide deck and presentation to entice these individuals to accept sponsorships
* Collaborated with the marketing team to create marketing materials that both parties accepted
* Curated sponsorships with people and influencers that truly represent Pura Vida values and its brand identities

**LEADERSHIP DEVELOPMENT**

**Vice President of Events, General Member** **September 2017 – Present**

*Cal Poly Entrepreneurs San Luis Obispo, CA*

* Reach out to local professionals, entrepreneurs, and thought leaders to speak at biweekly meetings
* Curate and brainstorm innovative meeting topics, events, and mixers to engage club members
* Poll and survey club members quarterly to generate new ideas for events and gather feedback on previous events
* Collaborate closely with other clubs in the college of business to create well-attended and engaging meetings

**SKILLS AND INTERESTS**

**Technical Skills:** Salesforce, Amazon Web Services, Microsoft Office Suite, QuickBooks, Statista, Qualtrics

**Entrepreneurial Skills:** Cold calling, meeting management, brand awareness, brand positioning, video editing

**Interests:** Event management, web design, fashion, FinTech, hackathons