

# SKYLA BENTLEY

## PURPOSE

I help organizations differentiate themselves from competitors by conducting market research to create relevant and unique content. I am excited to expand my knowledge through real word marketing application.

## WORK EXPERIENCE

### Content Creator- Winter 2023

#### Western Washington University

Hosted and helped produce and distribute the Marketing by the Minute: After Class Podcast to connect marketing students and marketing alumni.

### Barista- 2021 to Present

#### Starbucks

- Collaboration with team members
- Attention to detail to create handcrafted beverages
- Meeting the needs of customers through excellent customer service

### Lead Cashier- 2019 to 2021

#### HomeGoods

- Promote and sell credit and loyalty programs
- Resolve customer conflicts by utilizing communication skills
- Manage POS systems
- Train new associates on store policies and procedures

## SKILLS

Creative Thinking 

Communication 


Data Analytics 

Content Creation 

## CONTACT

 [www.linkedin.com/in/skylabentley](https://www.linkedin.com/in/skylabentley)

 [www.skylabentley.com](https://www.skylabentley.com)

 [skyladbentley@gmail.com](mailto:skyladbentley@gmail.com)

## EDUCATION

### BA Business Administration Marketing Concentration

#### Western Washington University

Graduation June, 2023

## CERTIFICATIONS

- **Google Analytics Platform Certification-**  
January, 2023
- **Spotify Intro to Ad Studio Certification-**  
January, 2023
- **Hootsuite Platform Certification-**  
February, 2023
- **Hubspot Platform Certification-**  
February, 2023
- **Google Ads Search Certification-**  
March, 2023

## AWARDS

**Megan and Brian Lau Marketing  
Scholarship- 2022 & 2023**

CLARSKY  
MARKETING

SB