

Will Slunecka

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Education

University of Minnesota, Twin Cities

College of Food and Agricultural Natural Resource Sciences

Bachelor of Science in Business Management, Emphasis in Marketing, GPA 3.5

Minneapolis, MN

Graduation December 2023

Work & Leadership Experience

LineLeap

Social Media Ambassador

Minneapolis, MN

January 2024-Present

- Produced and coordinated content creation in alignment with marketing objectives, leading to increased audience engagement.
- Maintained active engagement with the online community, enhancing customer relations.

Worthington Tax Services,

Digital Media Manager

Worthington, MN

June 2023-Present

- Managed social media, content scheduling, and engagement to bolster online presence.
- Led online advertising campaigns and digital marketing strategy enhancements.

CrystalEyes Lures/Silverback Pro

Social Media and website coordinator

Minneapolis, MN

June 2023-Present

- Directed social media strategies, increasing brand awareness and community engagement within the fishing sector.
- Oversaw social media accounts, including content creation and performance analysis.

Greystar Management

Property and Leasing Assistant

Minneapolis, MN

October 2021-March 2022

- Delivered exceptional customer service and support, managing tenant inquiries and ensuring a high level of customer satisfaction.
- Assisted in the leasing process, including conducting property tours, processing applications, and facilitating lease agreements.

Mystic Prairie Pheasant Hunts

Social Media and website coordinator

Miller, SD

Seasonal since 2011

- Developed and implemented digital marketing strategies, enhancing the brand's online presence and customer engagement..
- Acquired proficiency in videography and website management, creating compelling visual content and maintaining an effective online user experience.

Activities

Export Clothing

CEO

Mankato, MN

July 2016 - Fall 2022

- Founded and managed the company, driving growth and establishing a strong customer base through effective social media marketing and strategic business operations.
- Led all aspects of the business, including product design, marketing, and customer service, achieving sustained business growth.

Sigma Alpha Epsilon

Coordinator of Public Relations

Minneapolis, MN

January 2020 - May 2021

- Enhanced the fraternity's public image through strategic social media management and the successful organization of high-profile events.
- Managed a significant budget, overseeing the planning and execution of events that catered to a wide range of audiences, from intimate gatherings to large-scale social functions.

Social Chairman

January 2021 - December 2021

- Administered a \$75,000 budget for the organization and execution of diverse social events, effectively managing resources to deliver high-quality experiences.
- Orchestrated events catering to 100-700 attendees, demonstrating exceptional organizational skills and ability to create memorable and engaging social gatherings.

Skills

AI Business Integration - Relationship Building - Customer Service/Public Speaking - Time Management - Organization
- Proficiency in Microsoft Office, Adobe Products, and Google Ads - Google Analytics Certification