

George Mark Kanyer

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EDUCATION

Master of Science in Business Analytics

June 2025 - June 2026

University of Washington

Bachelor of Arts in Business Administration, Marketing

June 2025

Minor in Business Data Analytics

University of Washington Tacoma

- **GPA:** 3.6 | Milgard Scholarship Recipient | Dean's List | Distinction of Excellence Program
- **Extracurricular:** UWT Marketing Society member, Swim Club at UWT Founder & Marketing Coordinator, Discord Club at the University of Washington Community Outreach
- **Relevant Coursework:** Marketing Management, Advertising, Consumer Marketing, Research Methods, Marketing Strategy, Digital Marketing, Data Management, Social Media Management & Analytics, Business Intelligence, Predictive Analytics, Web Design

EXPERIENCE

Social Media Assistant

January 2025 – April 2025

Milgard Sports Enterprise Management, University of Washington Tacoma

- Managed and scheduled weekly social media posts, increasing program awareness.
- Analyzed engagement metrics to optimize posting schedules and content strategies.
- Partnered with leadership to ensure content aligns with branding guidelines.

Marketing and Communications Micro Intern

February 2025 – March 2025

Alumni Relations, University of Washington Tacoma

- Created marketing content for alumni and students, improving engagement through digital media.
- Promoted Alumni Relations events via social media, and student outreach.
- Assisted in event logistics and outreach to maximize participation.

Marketing Intern

May 2024 – August 2024

Rainier Valley Community Development Fund, Seattle WA

- Collaborated on webpage redesign to enhance user experience and align with branding.
- Developed and optimized social media accounts, increasing engagement.
- Assisted in community outreach research to improve brand visibility.

Content Assistant

February 2024 – May 2024

The Tacoma Ledger, University of Washington Tacoma

- Managed digital content distribution, including website postings and email newsletters.
- Designed and edited visual content using Adobe Creative Suite for print and digital media.
- Created and edited articles to ensure high-quality, engaging content.

PROJECTS

Predicting Digital Marketing Conversion Rates

January 2025 – March 2025

University of Washington, Tacoma

- Developed a predictive model to analyze digital marketing conversion rates using JMP and Tableau, optimizing model accuracy with feature engineering and data cleaning.
- Built and compared multiple machine learning models in JMP, evaluating performance to select the most effective predictive model.
- Designed an interactive Tableau dashboard with key marketing KPIs, enabling data-driven insights into conversion trends and performance.

SKILLS

- **Marketing & Analytics:** Social Media Strategy, Content Creation, Email Marketing, SQL
- **Design & Tools:** Mailchimp, WordPress, Adobe Creative Suite, Canva, Hootsuite, HTML, CSS