

# ARDEN DAVIES

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## EDUCATION

### B.A. French and International Business | Clemson University

**Minors:** Brand Communications and Psychology

- **Influential Coursework:** Brand Communications Strategy, International Marketing and Management, Organizational Psychology

- **GPA:** 3.85

### Study Abroad Spring 2023 | L'Université Paul Valéry Montpellier, France

- Internship with a luxury retail store
- Coursework to master language and cultural fluency

## SKILLS

- B2 French Fluency Certification
- Microsoft Suite
- Brand Watch Consumer Research Certification

## ACHIEVEMENTS

- President's List: Spring 2024, Fall 2023, Fall 2022, Fall 2021, Fall 2020
- Dean's List: Spring 2022
- Diplome d'Affaires Françaises with honors
- Varsity field hockey and soccer captain

## INVOLVEMENT

- Kappa Delta Sorority: New Member Educator and Bid Day event coordinator for 350+ members
- French Professional Society
- Clemson Marketing Association
- History Club

## EXPERIENCE

### Brand Strategist | Cadency Clemson Student Brand Agency

August 2023-Present

- Conducted primary and secondary research to form consumer insights and brand strategy for the client Impossible Foods resulting in a contract with Clemson Dining
- Created a brand playbook for Impossible Foods to use as a template for college campus campaigns
- Presented professional slide decks with researched deliverables and activations for clients
- Implemented 3 successful pop-up campaign activations across the Clemson campus

### Marketing and Operations Intern | Byrdie Golf and Social Wear

Charlotte, NC May 2023-August 2023

- Distributed print and social media to increase consumer reach by 15%
- Compiled a comprehensive competitive analysis presentation for company officers to understand current market trends and explore new design ideas
- Shadowed owners in brand collaboration meetings and negotiations with companies like Puma, Cole Haan, and Hunter Bell NYC

### Retail Intern in France | Have A Nice Day Luxury Concept Store

Montpellier, France February 2023 – May 2023

- Delivered marketing recommendations and collaboration ideas to grow online client reach
- Aided in day to day client styling and merchandise organization
- Created social media content for Instagram and Facebook to boost engagement by 30%

### Clemson University Quality Enhancement Plan Marketing Plan Team

Fall 2023

- Lead a student team to create a new brand and develop marketing strategies for Clemson's Experiential Learning program as a part of the university's Quality Enhancement Plan
- Created target market personas and brand guidelines book using insights from research
- Presented a professional brief and pitch to the university provost and board members

### Marketing Intern | Cape Asset Management

Charlotte, NC June 2022- August 2022

- Created and implemented digital, social media, and B2B marketing for real estate franchise operations, including Smoothie King, HiTone Fitness, and The Human Bean, to reach 60% more potential clients
- Supported 10 retail operations in the creation and delivery of social media content and promotional materials, resulting in a 10% increase in sales for franchise operations
- Partnered with officers of the company to perform target market demographic analysis to determine marketing decisions for real estate franchise operations and execute promotional strategies

## INTERESTS AND PASSIONS



Travel



Fashion



Fitness



Fly Fishing



Reading



Sports



Music