



# Drey Owen

Marketer | Sales | Production

## Contact

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## Education

### Clemson University *Bachelor of Science - Marketing; Minor in Brand Communication*

Jan 2024 - est. May 2026

GPA: 4.0 out of 4.0

Achievements: President's List Spring 2024 - Fall 2025, Beta Gamma Sigma Business Honor Society

### Tri-County Technical College *Associate of Arts*

May 2023 - Dec 2023

GPA: 4.0 out of 4.0

Achievements: President's List Summer 2023 - Fall 2023

### *Associate of Applied Science - CNC Programming and Operations*

Aug 2017 - July 2019

GPA: 3.9 out of 4.0 - Magna Cum Laude

Achievements: President's List Fall 2017 - Summer 2019

## Skills

- Microsoft Office
- Canva
- Google Gemini
- Chat GPT
- Microsoft Copilot
- Monday
- Google Workspace
- Meta Business Suite

## Interests

- Motorsports
- Live Music
- Off-Roading
- Traveling
- Live Theatre
- Movies
- Sneakers
- Survivor

## Marketing & Production Experience

### Cadency

*Account Manager*

Aug 2025 - Present

- Managed the Ryobi account, a new client, for two semesters.
- Led a team of both strategists and creatives to create a comprehensive concept for new advertising in the "A Tool For Every Yard" campaign, which was brought to completion by the client.

### Clemson University

*Central Donor Relations Intern*

Aug 2025 - Present

- Create marketing materials in the form of print, digital and video that highlight the impact of philanthropic donations.
- Plan and organize events for Clemson University's high level donors leading to repeated major donations of \$1+ million..

### Clemson Cars and Coffee

*Founder and President*

Aug 2024 - Present

- Created an Independent Student Organization that operates to bring recurring automotive gatherings to the Clemson community.
- Organized location rentals, coffee vendors, and event security to create an engaging and safe environment.
- Lead advertising campaigns to reach local enthusiasts leading to an average of 200+ attendees per event.

### Clemson FCA

*Lead Production Tech*

Aug 2024 - Present

- Lead the setup and operation of all audio visual equipment for the largest collegiate Fellowship of Christian Athletes.
- Created an environment that allowed students to fully immerse in the live music and sermon in a distraction free way.

### Afterhourz UK

*Summer Marketing Intern*

June 2024 - July 2024

- Scouted influencer talent and created collaboration strategies.
- Analyzed and tracked data and social media metrics

### LifePoint Church

*Audio & Visual Production Lead*

Jan 2024 - Present

- Operate all audio, camera, lighting, and livestream equipment to create a distraction free environment.
- Manage and train a team of volunteers, equipping them for live event execution.
- Coordinate collaboration across teams

## Sales Experience

### Keller Williams

*Realtor*

Aug 2020 - Present

- Facilitate the buying and selling of real estate ranging in price to \$1.3 million.
- Carry out business operations such as marketing, lead generation, and financials.

### Solar Shield of Seneca

*Office Manager / Window Tinter*

Sept 2020 - Dec 2023

- Oversaw office operations of scheduling, payments, shipping and receiving, ordering, and customer experience.
- Installed automotive, residential, and commercial window film.

### Hibbet Sports

*Store Manager*

Sept 2017 - Sept 2020

- Ran day-to-day operations of a retail fashion store including: hiring, training, shipping, receiving, and customer service.
- Increased revenue by \$200 thousand annually to \$1 million gross, with record incentive sign-ups and low employee turnover.