



Drey Owen

Marketer | Sales | Production

Contact

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Education

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

Jan 2024 - May 2026

GPA: 4.0 out of 4.0 - Summa Cum Laude

Achievements: President's List Spring 2024 - Spring 2026, Beta Gamma Sigma Business Honor Society, Annual Award for General Marketing 2026

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 - May 2026

- 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 - Office of Central Donor Relations

Special Projects Associate

May 2025 - Present

Intern

Aug 2025 - May 2026

- 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 - May 2026

- 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.