



## CONTACT

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- 📍 Laie, Hawaii
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## EDUCATION

2021 - 2024

### BRIGHAM YOUNG UNIVERSITY - HAWAII

- Bachelor of Science in Business Management - Marketing and Human Resources
- Minors in Visual Arts, and Health & Human Performance
- Recipient of Dean's list for 7 consecutive semesters
- GPA: 3.89

## SKILLS & CERTIFICATIONS

- Leadership
- Public Relations
- Google Analytics
- The ClickMinded Marketing Certifications
- HubSpot Marketing Certifications
- Proficient in Microsoft Office
- Adobe (Lightroom)
- Data Visualization

## LANGUAGES

- English
- Tagalog
- Ilokano
- Ibaloi

# FRANZ GANER NAYUSAN

DATA ANALYST | WRITER | PHOTOGRAPHER

## PROFILE

Bachelor of Business Management with an emphasis on Marketing and Human Resources student seeking an opportunity to work within an established organization where one can enthusiastically apply customer service talents, team leadership, active communication, and business-oriented skills as one grows to become a part of a diversified business

## WORK EXPERIENCE

### Brigham Young University - Hawaii | Laie, Hawaii

Lead Residential Life Adviser

August 2022 - Present

- Directed regular check-ins and meetings with 350+ residents from 70+ countries to address concerns, offer academic advice, and promote student success
- Developed and implemented 15 recreational activities and rules for residents to learn and grow
- Maintained and assisted in accurately documenting student concerns and reported critical incidents or emergencies to personnel

### Brigham Young University - Hawaii | Laie, Hawaii

bdigital Marketing Agency Specialist August 2023 - December 2023

- Analyzed and collaborated on 15+ diverse events for Chick-fil-A Kapolei, including restaurant grand opening, product launches, and promotional campaigns
- Conducted 2 surveys and gathered feedback to measure satisfaction and identify areas for improvement
- Collaborated and participated with cross-functional teams, including branding, print, social media, research and development, and sales, to align event strategies with overall marketing goals

### Polynesian Cultural Center | Marketing Office | Laie, Hawaii

Product Management Intern

August 2023 - December 2023

- Coordinated with other department teams to assist in the planning and execution of a new PCC app
- Utilized app management tools such as Trello and TestFlight to track tasks, monitor progress, and enhance team efficiency
- Created product launch process by coordinating marketing efforts and preparing promotional materials

### Polynesian Cultural Center | Guest Services | Laie, Hawaii

Canoe - Tour Guide | Trainer

August 2021 - August 2022

- Promoted to be a trainer and help 4 employees be certified as a professional guide
- Planned and conducted training for 50+ employees on how to exceed guest expectations
- Guided up to 16800+ guests, including VIP tours from a wide variety of countries

# FRANZ GANER M. NAYUSAN

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## PROFESSIONAL SUMMARY

Bachelor of Business Management with an emphasis on Marketing and Human Resources student seeking an opportunity to work within an established organization where one can enthusiastically apply customer service talents, team leadership, active communication, and business-oriented skills as one grows to become a part of a diversified business

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## EDUCATION

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2021 - 2024

Brigham Young University, Hawaii

*Minors in Visual Arts, Health and Human Performance*

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## EXPERIENCE

***Lead Residential Life Adviser***

August 2022 - Present

Lead Residential Life Adviser Brigham Young University - Hawaii | Laie, Hawaii

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***bdigital Marketing Agency Specialist***

August 2023 - December 2023

Brigham Young University - Hawaii | Laie, Hawaii

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- Conducted 2 surveys and gathered feedback to measure satisfaction and identify areas for improvement
- Collaborated and participated with cross-functional teams, including branding, print, social media, research and development, and sales, to align event strategies with overall marketing goals

***Product Management Team Intern***

August 2023 - December 2023

Polynesian Cultural Center, Laie, Hawaii

- Coordinated with other department teams to assist in planning and execution of a new PCC app
- Utilized app management tools such as Trello and TestFlight to track tasks, monitor progress, and enhance team efficiency
- Created product launch process by coordinating marketing efforts and preparing promotional materials

***Tour Guide***

August 2021 - August 2022

Canoe - Tour Guide Polynesian Cultural Center, Laie, Hawaii

- Promoted to be a trainer and help 4 employees be certified as a professional guide
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## VOLUNTEER EXPERIENCE

***International Volunteer Representative***

February 2018 - February 2020

The Church of Jesus Christ of Latter-day Saints, Adelaide, Australia

- Mentored 25+ volunteers about how to manage a good relationship of trust and respect with everyone
- Provided service and lessons to guests, families, and tourists in high-volume meetings; communicated quickly and efficiently to ensure attentive and positive participation
- Trained 6 new volunteers about how to grow and excel in field

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## SKILLS

*Computer:* Proficient in Microsoft Office (Word, Excel, PowerPoint); AutoCAD; Canva; Adobe (Lightroom)

*Languages:* Fluent in Tagalog, Ilocano, Ibaloi