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SKILLS

- **Agile Marketing:** Kanban Workflow Management, Sprint Planning, Rapid Prototyping, Iterative Content Strategy.
- **Technical:** WordPress (CMS), HTML5, CSS3, Google Search Console, Google Analytics, Meta Business Suite.
- **Creative Suite:** Adobe Illustrator (Vector Branding), Photoshop, CapCut (Video editing), Canva Pro.
- **Digital Strategy:** SEO (On-page & Technical), PPC Execution, Landing Pages, Web Development, Integrated Marketing Communications (IMC).

MARKETING & CONSULTING EXPERIENCE

Marketing Consultant | Local Painting Company | Jan 2026 – Present

- **Full-Funnel Brand Development:** Engineered a complete digital identity from scratch, including a custom brand kit in Adobe Illustrator and a high-performance WordPress site.
- **Strategic Infrastructure:** Built and managed the SEO and PPC roadmap, targeting high-intent local keywords to drive residential and commercial lead generation.
- **Technical Implementation:** Deployed Google Search Console, Google Ads, and Meta Ads Manager to track real-time conversion data, allowing for data-driven pivots in ad spend.
- **Integrated Branding:** Designed a cohesive offline-to-online experience by creating branded physical assets (yard signs, business cards, vehicle wraps) that match the digital presence.

Marketing Intern | “Sweet As Waffles” | Mar 2025 – Dec 2025

- **Agile Content Management:** Managed a high-volume content pipeline using **Kanban boards**, producing 60+ Reels/TikToks that generated **1.5 million organic views**.
- **SEO & UX Optimization:** Executed a site-wide SEO audit and rebuilt the "Meal Recommendations" architecture, resulting in a **15% lift in organic website traffic**.
- **Data-Driven Iteration:** Leveraged Google Search Console data to optimize meta-tags and alt-text, improving AI search indexing and mobile responsiveness.
- **Merchandising:** Managed merchandise (Apparel, Accessories, Stickers/Magnets) from ideation, production, to distribution.
- **Community Growth:** Coordinated large-scale local activations (Ski to Sea, WWU Info Fair) that resulted in the shop's highest-grossing sales nights to date.

EDUCATION

Western Washington University | B.A. in Business Administration – Marketing | Expected Spring 2026

- **Specialized Training:** Content/Web Development Certificate (In Progress), Certificate in Digital Marketing Management & eCommerce.
- **Relevant Coursework:** AI in Marketing (LLM Workflows), Integrated Marketing Communications, Marketing Management & Strategy, Market Research, Consumer Behavior