

# MD

Technical Execution,  
Strategic Clarity.

# MAX DUENHOELTER

DIGITAL MARKETER &  
WEB DEVELOPER



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Seattle, WA

## Education

### Bachelor's in Marketing

Western Washington University  
2024 - 2026  
Bellingham, WA

## Certifications

- **Digital Marketing Management & eCommerce Certificate** - Western Washington University  
Credited, Issued April 2025.
- **Content/Web Development Certificate** - Western Washington University  
Credited, Issued June 2026.
- **Google Analytics** - Issued February 2026
- **Google Search Ads** - Issued February 2026
- **Amazon Ads** - Issued March 2026
- **Hootsuite Social Media Management** - Issued March 2026

## SKILLS

- **Digital Marketing Strategy:** SEO (On-page & Technical), PPC Execution, Landing Pages, Web Development, Integrated Marketing Communications (IMC).
- **Web Development:** WordPress (CMS), HTML5, CSS3.
- **Agile Marketing:** Kanban Workflow Management, Sprint Planning, Prototyping and Wireframing, Iterative Content Strategy.
- **Technical Marketing:** HubSpot CRM Software, Google Analytics, Google Ads, Meta Business Suite.
- **Creative Suite:** Adobe Illustrator (Vector Branding), Photoshop, CapCut (Video editing), Canva Pro.
- **Soft Skills:** Customer Service Expert, Detail-Oriented, Self-Starter, Leadership in Teams, Collaboration.

## EXPERIENCE

### Digital Marketing Consultant

Jan 2026 - Present

#### Newell Painting Sacramento

- **Brand Development:** I created a complete digital identity from scratch, including a custom brand kit in Adobe Illustrator and a high-converting website.
- **Web Development and PPC:** I built a high-converting WordPress website with UX/UI best practices and managed the SEO and PPC campaigns and budget, targeting high-intent local keywords to drive residential and commercial lead generation.
- **Integrated Branding:** Designed a cohesive offline-to-online experience by creating branded physical assets (yard signs, business cards, vehicle wraps) that integrate with our digital presence.

### Marketing Intern

March 2025 - Dec 2025

#### Sweet As Waffles

- **Agile Content Management:** Managed a high-volume content pipeline using Kanban boards for social media, physical media, and website content.
- **Social Media Management:** Producing 60+ Reels/TikToks and 20+ carousel posts and product posts that generated 1.5 million organic views and hundreds of thousands of likes.
- **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.