

# James Walker

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San Marcos, TX | 936-240-1145 | Jameswalker3354@gmail.com | linkedin.com/in/james-rob-walker | tracksandtakes.com

## Education

### Bachelor of Business Administration in Marketing

- Texas State University

December 2023

## Marketing and Content Projects

### Tracks and Takes | *Founder and Editor*

- Planned and published long-form marketing content using WordPress and basic SEO strategies
- Managed editorial calendar and content pipeline, coordinating posts with engagement trends
- Collaborated on site design and branding, and tracked traffic data to guide content strategy

### YouTube Channel | *Content Creator*

- Developed and managed a growing video content platform focused on digital marketing and audience retention
- Created and optimized campaigns across YouTube and Shorts, using performance analytics to refine content
- Designed thumbnails, wrote scripts, and tracked engagement metrics to inform publishing strategy and ad testing

### Chick-fil-A Brand & Social Engagement Analysis | *Market Research Lead*

- Analyzed brand and engagement data across four locations to develop campaign strategy
- Built reports, presented findings, and collaborated with peers to evaluate marketing performance

## Experience

### Sales Associate | Lowe's

April 2022 – September 2023

- Worked cross-functionally with floor and management teams to enhance in-store promotions and product flow
- Used Salesforce CRM to support marketing-related communication and customer insights
- Helped align store displays with seasonal marketing goals and brand messaging

## Skills

- **Tools & Platforms:** Salesforce, WordPress, Excel (Pivot Tables/VLOOKUP), YouTube Studio, Canva, Google Ads (in training), HubSpot (familiar), HTML/CSS (basic)
- **Marketing Strengths:** Email Campaigns, Content Development, CRM Segmentation, Sales Enablement, Social Media Scheduling, Website Updates, Reporting, QA & Coordination
- **Soft Skills:** Communication, Time Management, Creative Collaboration, Attention to Detail, Project Coordination