

William Guenther

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PROFESSIONAL PROFILE

MBA graduate with a bachelor's degree in Marketing and experience in digital marketing, content strategy, market research, and client consulting. Skilled at translating research into actionable recommendations and supporting data-informed business decisions.

EDUCATION

Quinnipiac University, School of Business, Hamden, CT

Master of Business Administration, Concentration in Business Analytics, GPA: 3.9

May 2026

Bachelor of Science in Marketing

May 2025

Honors/Awards: Dean's List

Relevant Courses: Marketing Principles, Marketing Research, Financial Management

Study Abroad: University of Dubrovnik, Dubrovnik, Croatia | Lakeland University Japan, Tokyo, Japan

GRADUATE CONSULTING & ACADEMIC PROJECTS

Marketing & Strategy Consulting Project — Hamden Fire Department & IABPFF

- Developed marketing and recruitment recommendations for a municipal fire department and nonprofit client.
- Conducted market research, demographic analysis, and competitor research to identify recruitment opportunities.
- Developed a digital marketing strategy targeting Gen Z through social media and community outreach initiatives.
- Presented recommendations through a professional consulting report and executive presentation to stakeholders.

Study Abroad Process Improvement Project — Quinnipiac University

- Developed a project implementation plan for improving Quinnipiac University's study abroad process.
- Collaborated with stakeholders to evaluate current processes and recommend operational improvements.
- Created project timelines, communication plans, and risk assessments.
- Presented recommendations to faculty as part of a graduate consulting project.

Marketing KPI Dashboard

- Built Power BI dashboards tracking campaign engagement, conversion metrics, and marketing KPIs.
- Developed interactive reports that supported performance monitoring and marketing decision-making

EXPERIENCE

Day One Accounting, Effort, Pennsylvania

December 2025 - May 2026

Social Media Marketing Intern

- Conducted audience and keyword research using AnswerThePublic to identify content opportunities.
- Developed social media content aligned with audience interests and brand messaging.
- Created short-form content using AI-enabled tools, including ElevenLabs.
- Managed content planning and CRM automation workflows using GoHighLevel.

GigChampion, Dallas, Texas

May 2024 - August 2024

Social Media Intern

- Created Instagram content and hashtag strategies to support brand visibility and audience engagement.
- Designed social media graphics in Canva for ongoing marketing initiatives.
- Engaged with online audiences and collaborated in weekly content-planning meetings.

Recommended Plumbing, Jersey City, New Jersey

June 2022 - August 2022

Job Site Assistant

- Prepared tools and organized materials to support residential plumbing projects across multiple job sites.
- Built teamwork, time-management, and hands-on problem-solving skills in fast-paced environments.

SKILLS

Marketing: Digital Marketing, Social Media Marketing, Content Strategy, Content Creation, Market Research, Audience Research, Community Engagement, Campaign Performance, Canva, GoHighLevel, Excel, Power BI, Tableau, AnswerThePublic, ChatGPT, ElevenLabs, Instagram, LinkedIn