

# Tony Prenger

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## Education

**Bachelor of Science in Business Administration** Columbus, OH  
**The Ohio State University, Fisher College of Business** May 2021  
GPA: 3.69

- Specialization: Marketing
- Minor: Studio Art
- Dean's List: SP17, AU17, SU18, SP19, SP20, AU20

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## Experience

**Digital Marketing Specialist** Tampa, FL  
*Ultimate 3D Printing Store* October 2021 - Present

- Coordinated an eCommerce platform with 5,000 products and over 500 collections.
- Enhanced search traffic by over 7,000 sessions per month and sales by over \$50,000 per month.
- Collaborated across departments to produce high-level marketing strategies, driving \$430,000 per month in total sales.

**Digital Marketing Intern/Project Specialist** Tampa, FL  
*Ultimate 3D Printing Store* August 2021 - October 2021

- Spearheaded website restructuring to encourage on-site navigation and conversion.
- Corresponded with over 60 vendors to ensure proper representation of brands and to drive sales.
- Aligned website content with product information and company ideals to exceed customer expectations.

**Student Marketing Consultant** Columbus, OH  
*The Ohio State University* January 2021 - May 2021

- Collaborated with 5 team members to develop a comprehensive marketing plan for the client.
- Identified key customer insights through qualitative and quantitative market research.
- Engineered a marketing strategy and designed tactics to reach the target customers.
- Illustrated a final plan to the client of key tactics and recommendations to meet business goals.

**Undergraduate Grader/Windows Consultant** Columbus, OH  
*The Ohio State University* August 2018 - May 2021  
*Department of Computer Science and Engineering*

- Graded and provided feedback to coursework submitted by 20-65 students.
- Assisted with administrative duties and helped manage class in a positive manner helpful in meeting student needs.

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## Achievements

**Eagle Scout** December 2016  
**Boy Scouts of America**

- Conceptualized a personal community service project, reconciled details with beneficiary and oversight organization, and led 14 volunteers over 1 month in the construction of a 70-foot fence.
- Oversaw risk management practices when organizing, coordinating, and leading troop activities.
- Coordinated communication and decision-making between 20-55 scouts and adult leadership to compose mutually beneficial activities, programs, and itineraries.

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## Technical Skills

- Microsoft Office
- SEMRush
- Copywriting
- Shopify Platform
- Google Ads
- HTML
- Google Analytics
- SEO/SEM
- CSS