

PEYTON KORZENIK

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Resourceful, enthusiastic marketing professional with experience wearing many hats across digital content, event execution, and customer engagement. Strong communicator who thrives in collaborative, fast-moving settings and brings initiative, organization, and a problem-solving mindset to every project.

PROFESSIONAL EXPERIENCE

MARKETING AND SALES ASSOCIATE, May 2024-present

East Coast Kombucha Company, LLC, Norwalk, CT

- ♦ Create social media content, branded Canva designs, and educational storytelling that strengthen digital engagement and brand awareness
- ♦ Lead farmers markets, product demos, and brewery tours, driving consistent weekly sales and delivering a strong customer experience
- ♦ Represent the brand at local and industry events while supporting daily operational needs in a fast-paced, lean startup environment

GLOBAL AMBASSADOR, Aug 2023-May 2024

WorldStrides, Clemson, SC

- ♦ Generated 100+ leads each semester through peer outreach, campus activations, and social campaigns

HEAD CERTIFIED SAILING INSTRUCTOR, May 2018-Aug 2022

Norwalk Sailing School, Norwalk, CT

- ♦ Promoted to lead a team of 8 instructors, managing training, scheduling, and program quality
- ♦ Created first Instagram accounts and parent surveys to improve engagement and program experience

DATA ANALYST, July 2021-May 2022

Clemson University Center for Student Leadership and Engagement, Clemson, SC

- ♦ Analyzed survey data and program metrics with Excel and Google Analytics to guide engagement

EDUCATION

CLEMSON UNIVERSITY, Clemson, SC

Bachelor of Science, Wilbor O. and Ann Powers College of Business, May 2024

GPA 3.2/4.00

Marketing with a Minor in Psychology

Dean's List Fall 2023

BOND UNIVERSITY, Queensland, Australia, Spring 2023

Study Abroad Semester

VOLUNTEER WORK

PROGRAMMING COMMITTEE MEMBER, Sept 2025-present

American Marketing Association CT, Fairfield County, CT

- ♦ Support planning and execution of AMA CT's professional networking events for 40-100+ attendees

ANGEL VOLUNTEER, Nov 2025-present

myTEAM TRIUMPH CT, Fairfield County, CT

- ♦ Assist athletes with disabilities in road races and community events

VOLUNTEER, Jan 2023-Mar 2023

Baby Give Back, Queensland, Australia

- ♦ Supported distribution of essential baby items to families in crisis while studying abroad

TECHNICAL SKILLS

MS Office, Google Workspace, Social Media (TikTok, Instagram), Canva, Email Marketing (MailChimp), Hootsuite (Social Media Marketing & Platform Certification), Generative AI Prompt (Fireflies, ChatGPT, Sora), CRM Tools