JAMES SANDERS

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Marketing professional with 10 years of experience supporting campaign execution, promotional strategy, event marketing, project coordination, and creative production across live entertainment and gaming, higher education, and small business environments. Skilled at managing marketing calendars, coordinating cross-functional initiatives, developing engaging promotional materials, and ensuring successful execution of guest-facing campaigns.

WORK EXPERIENCE:

MARKETING STRATEGIST (Project-Based) | *Lifted Enterprise Network* **June 2026 - Present**
- Develop digital and print assets from brand guidelines and business goals for enterprise partners
- Create social content, presentations, and identity systems while coordinating deadlines across marketing, product, and creative teams

MARKETING SPECIALIST | *Freelance* **December 2018 - Present**
- Produce marketing materials, social content, and promotions for small-business clients through ongoing relationships
- Secured a community sponsorship with HelloFresh

MARKETING COORDINATOR | *Belterra Casino Resort* **May 2025 - May 2026**
- Coordinated live entertainment marketing, promotions, and special events across the resort
- Managed property operations calendar covering 6 dining and bar venues and 13 event spaces
- Supported transition to digital ticketing with Ticketmaster, giving guests approximately three additional hours on the floor during busy show nights
- Managed 100+ creative projects, 20+ live shows, and 10+ vendor relationships
- Wrote marketing training manual adopted by a new teammate within six months and trained three interns

CONTENT CREATOR & DEVELOPMENTAL PLAYTESTER | *Developers from Riot Games, Amazon Games, and PUBG Studios* **2024**
- Invited to test early-access, NDA-protected games and delivered detailed feedback to more than five development teams

GRAPHIC DESIGNER | *This Happy Farm* **2023**
- Created infographics and web-ready graphics for a farming, gardening, and animals publication

GRAPHIC DESIGNER | *Midnight Gaming* **2021 - 2022**
- Designed identity systems, broadcast panels, and matchup graphics for an esports organization

BROADCASTING ASSISTANT | *Risen Esports, Filly B Esports, and Rift Walkers* **2019 - 2020**
- Supported production and delivery of online broadcasts and livestreams
- Shoutcasted matches for amateur esports leagues and events

MARKETING SPECIALIST | *Upwork Freelancer* **2018**
- Produced app tutorial videos, logo redesigns, and marketing systems for software and small-business clients

CONTENT CREATOR & BROADCASTER | *Twitch Affiliate* **2017 - 2018**
- Built a tech and gaming channel and achieved Twitch Affiliate status, enabling monetization

MARKETING SPECIALIST | *Purdue Center for Regional Development* **2015 - 2016**
- Developed branded templates and presentation assets for a new curriculum program
- Produced project stories for regional stakeholders
- Supervised two interns on social media

GRAPHIC DESIGNER | *Echo Karaoke* **2014 - 2015**
- Redesigned company name and visual identity
- Produced menus, advertisements, and campus event promotions

ACCOUNT MANAGER | *School Datebooks* **2014**
- Served as primary contact for 100+ custom school handbooks
- Set daily priorities and supervised approximately 20 interns through production

DESKTOP PUBLISHER & QUALITY CONTROL | *School Datebooks* **2013**
- Handled InDesign layout and quality control for 100+ custom school handbooks, ensuring consistency before print

EDUCATION:

PURDUE UNIVERSITY | *College of Technology* **Aug 2011 - May 2016**
Computer Graphics Technology
Certificate of Entrepreneurship
Related Coursework - Marketing, Advanced Presentational Speaking, Business Communications

SKILLS:

DESIGN | Adobe Illustrator, Photoshop, InDesign, Canva
MARKETING & CRM | Salesforce, Mailchimp
PROJECT MANAGEMENT | Adobe Workfront, Jira
VIDEO & PRODUCTION | Adobe Premiere, OBS, Streamlabs
WEB | HTML5, CSS, JavaScript
DOCUMENTATION | Microsoft Office, Google Workspace

COMMUNITY SERVICE:

PROJECT ARCHIVIST | *EPICS ISBVI LEAP Team*
• Developed new technologies in order to make a positive difference in the way visually impaired students and teachers communicate in the classroom
• Collaborated with a team of engineers to invent a new product that allows students to edit and submit their homework in a format that is more convenient for their instructors
SOCIAL CHAIR | *McCutcheon Hall*
• Coordinated and organized floor social events with Resident Assistant of 1 North McCutcheon Hall
MAASU LEADERSHIP SUMMIT | *Asian American Association*
• Designed conference pamphlet used by hundreds of members at the annual MAASU Leadership Summit
FREELANCE DESIGN | *Purdue University*
• Asian American Association – Monthly Newsletters
• Purdue Smash Community – Event Advertisements
• Purdue DOTA 2 Club – Logo Creation