

# DORIAN DAVID

(910) 977-9373 | dorianrdavid@outlook.com | doriandavid.com | linkedin.com/in/doriandavid

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## EDUCATION

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**UNC Greensboro** | B.S. Strategic Marketing, Minors in History & Philosophy *Expected Dec 2026*

*Activities: SGA, Green Fund, EUC Staff, Pi Kappa Phi, Transfer Mentor, American Marketing Association, NC Sales Institute*

**Fayetteville Technical Community College** | Associate of Arts *Aug 2024*

## EXPERIENCE

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**Kontoor Brands, Inc.** | Walmart Sales Intern *May 2026 – Present*

- Support Walmart sales operations for Wrangler and Lee by analyzing Walmart.com supply, inventory flow, line releases, eCommerce execution, and competitive assortment opportunities.
- Assist cross-functional sales projects by organizing product, market, and inventory insights into decision-ready materials for retail strategy and business planning.

**Greensboro Convention & Visitors Bureau** | Data Analytics Intern *Feb 2026 – May 2026*

- Built a cleaner HubSpot CRM structure by transferring, cleaning, tagging, and standardizing 2,200+ contact and company records, resolving import errors and improving segmentation for marketing and sales outreach.
- Analyzed 500+ Instagram, Facebook, TikTok, and LinkedIn posts using Sprout Social, identifying a 58% year-over-year engagement-rate improvement and developing content recommendations around format, cadence, and influencer strategy.
- Audited a 913-page website using Screaming Frog and Google Analytics, reviewing metadata, page structure, and search visibility to identify SEO issues and content opportunities.
- Researched and classified 1,100+ partner contacts across 25+ industry categories, improving CRM searchability, audience targeting, and sales team readiness.

**UNC Greensboro** | EUC Information Desk Associate & Marketing Student *Aug 2024 – Present*

- Managed multi-round Google Ads campaigns generating 35% CTR and exceeding a \$16,000 revenue target by optimizing targeting, ad relevance, bid strategy, and landing-page alignment.
- Conducted consumer and market research using Mintel, Statista, and 1,000+ consumer data points to develop pricing, positioning, and segmentation recommendations for a local brand.
- Applied SPSS for descriptive statistics, t-tests, and ANOVA to evaluate consumer attitudes and translate findings into insight decks and campaign recommendations.

**Handshake** | Data Annotator *Nov 2025 – Present*

- Apply structured annotation standards across large text, audio, and visual datasets, maintaining accuracy, consistency, and quality control within fast-paced model-training workflows.

**Kelly Services** | DoorDash Campus Launcher *Oct 2024 – Dec 2024*

- Generated 200+ student sign-ups and app downloads through campus tabling, outreach, and partnerships with student organizations and local businesses.

## SKILLS

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HubSpot CRM, Microsoft Excel, PivotTables, XLOOKUP/VLOOKUP, Google Analytics, Screaming Frog, Sprout Social, SPSS, Google Ads, Qualtrics, Mintel, Statista, Data Axle, eCommerce Analysis, CRM Segmentation, SEO Auditing, Social Media Analytics, Market Research, Data Cleaning, Reporting, Canva

## CERTIFICATIONS

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Excel PivotTables, Excel VLOOKUP/XLOOKUP, HubSpot Digital Marketing, HubSpot SEO, HubSpot Social Media Marketing, HubSpot Content Marketing, Stukent Digital Marketing Simternship, Stukent Marketing Management Simternship, Truist Emerging Leader