

# SPENCER LINENBERG

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## Current Address:

6515 Wydown Boulevard  
St. Louis, MO 63105

## Permanent Address:

825 Highland Avenue  
Westfield, NJ 07090

## EDUCATION

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### Washington University in St. Louis, Olin Business School

*Bachelor of Science in Business Administration*

St. Louis, MO

May 2024

- Major: Marketing; Minor: Spanish
- Honors & Awards: Dean's List, Finalist in MGT 100 Case Competition, Runner-Up in IdeaBounce Pitch Contest
- GPA: 3.90/4.00

## WORK EXPERIENCE

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### Funhouse Apparel Company

*Co-Founder & Marketing Director*

Westfield, NJ

April 2019 – Present

- Design apparel in Adobe Photoshop, manage website, conduct photoshoots, and direct social media marketing strategy
- Spent 2 years researching industry best practices and perfecting clothing production process
- Received an \$8,000 grant from Amherst College to build out a screen-printing studio

### Morning Brew

*Campus Ambassador*

St. Louis, MO

September 2021 – October 2021

- Planned and executed marketing strategy with teammate to boost newsletter subscriptions at Washington University
- Created marketing materials, pitched product in classrooms, managed email campaign, and hosted an event whilst tracking key performance indicators for customer acquisition
- Placed 2<sup>nd</sup> out of over 550 teams nationwide for driving 881 unique subscriptions (~6% of student body)

### Nomahegan Swim & Tennis Club

*Assistant Swim Coach & Lifeguard*

Westfield, NJ

May 2018 – August 2021

- Taught hour-long swim lessons to children as young as 4 to improve competency in the water and develop essential swim skills
- Ran practices and swim meets, coaching 120 swimmers towards a record-setting and undefeated season
- Collaborated with a team of lifeguards to monitor the facility and respond to emergencies inside and outside of the water
- Certified in Lifeguarding, First Aid, CPR/AED, and Water Safety Instruction

## ACTIVITIES

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### Boy Scout

*Eagle Scout & Senior Patrol Leader*

Westfield, NJ

September 2012 – June 2020

- Planned and led 30 meetings throughout the year to keep younger Scouts informed and on-track with goals
- Mentored 25 Scouts in completing rank requirements and merit badges
- Carried out project to construct an entrance to a local park; pitched project plan to town officials and received approval
- Raised over \$4,000 in donations and led 19 volunteers to construct the park entrance

### Phi Gamma Nu, Professional Fraternity

*Marketing Design Chair*

St. Louis, MO

March 2021 – Present

- Designed apparel, flyers, signage, and social media posts to recruit 172 prospective members for the organization
- Participated in a case competition for United Airlines and identified unique opportunities for expansion into the air cargo space
- Pitched a new marketing strategy and fundraising event to the CEO of a St. Louis-based nonprofit

### STEM Journal

*Co-Founder & Co-Editor-in-Chief*

Livingston, NJ

March 2019 – May 2020

- Created a biannual publication at Newark Academy that showcased new developments in the STEM fields pertaining to the student body and global community
- Appointed and trained a 20-person editorial staff that continued after graduation
- Developed a website using WordPress and designed a 51-page magazine with Adobe InDesign

### Robotics & Engineering Club

*Executive Board Member, Website Developer*

Livingston, NJ

September 2016 – May 2020

- Led weekly meetings to update the club regarding on-going projects and to teach members technical skills
- Created and maintained a website that showcased projects and club announcements
- Designed logos and flyers for club events which increased participation by 30% in one semester

## SKILLS & INTERESTS

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- Computer: WordPress, Microsoft Office Suite, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Adobe Premiere
- Language: Spanish (proficient)
- Interests: fonts | cello | swimming | fashion | skiing | camping | sustainability | cryptocurrency