

Ethan Saxon

Ooltewah, TN 37363 | saxone@etsu.edu | (423) 713-1071 | linkedin.com/in/ethansaxon/

PROFESSIONAL SUMMARY

Marketing graduate and AI-certified digital marketer with hands-on experience planning and executing multi-channel campaigns, managing digital content for commercial and non-profit clients, and building brand assets from the ground up. Proficient in applying generative AI tools to accelerate content creation, audience research, and campaign messaging, with a strong foundation in consultative sales and customer relationship management.

EDUCATION

East Tennessee State University

B.B.A., Marketing; Minor: Management.

Johnson City, TN

May 2026

Relevant Coursework: Digital Marketing, Web & Social Media Analytics, Marketing Research & Analytics, Brand Communication, Consumer Behavior, Sales Force Management, Business Analytics, Marketing Management

CloudWise Academy

AI in Marketing Certificate.

Johnson City, TN

May 2026

EXPERIENCE

AI Marketing Intern

CrushingIt.AI

January 2026 – May 2026

Johnson City, TN

- Designed and launched a responsive website with an integrated online donation pathway for The Jeremiah School, expanding community reach and multi-channel fundraising support.
- Managed web assets and digital marketing materials across 2 client accounts, spanning commercial and non-profit brands, driving measurable increases in social media engagement and website traffic.
- Applied AI platforms (ChatGPT, Gemini, Claude, Copilot, Lovable.ai) to accelerate audience research, draft targeted social media copy, and refine brand messaging for client campaigns.
- Produced branded digital graphics and marketing collateral using Canva and Adobe Express to maintain visual consistency across all active client channels.

Car Wash Attendant

Ultimate Shine Car Wash

July 2024 – July 2026

Elizabethton, TN

- Oversaw end-to-end site operations, including membership sign-ups, account modifications, customer consultations, and daily tunnel operations.
- Generated recurring revenue by consistently selling 10+ daily unlimited-wash memberships, ranging from \$20 to \$50 per month, through consultative sales and account management.
- Resolved complex customer relations issues, service inquiries, and vehicle damage claims in coordination with patrons and insurance representatives.

ACTIVITIES & LEADERSHIP

Sigma Alpha Epsilon (SAE)

Scholarship Chair (Preceptor)

August 2022 – May 2026

- Managed academic development, chapter standards, and member accountability, facilitating study workshops and tracking GPA requirements. Mentored new initiates and guided leadership development, fostering chapter engagement and team cohesion.

Boys & Girls Club of America

Volunteer

August 2022 – Present

- Coordinated facility preparation, seasonal event setup, and youth activity logistics to support community outreach programs.

FRIENDS (Down Syndrome Awareness Organization)

Volunteer

August 2022 – Present

- Advocated for community inclusion and awareness by executing event operations and participant engagement during the annual Fall Buddy Walk.

SKILLS

Digital Marketing: Social Media Marketing, Digital Content Creation, Multi-Channel Campaign Management, Search Engine Optimization (SEO), Market Research, Web Strategy & Design

AI & Marketing Tools: Generative AI Strategy (ChatGPT, Gemini, Claude, Copilot, Lovable.ai), Canva, Adobe Express

Core Competencies: Consultative Sales, Customer Relationship Management (CRM), Brand Consistency, Membership Management, Leadership & Mentorship

Software: Microsoft Excel, Microsoft Word, Microsoft PowerPoint