

COLIN M. HUNTER

Marketing • Brand Strategy • Advertising • Event Management

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SUMMARY

University of Oregon Advertising graduate (Sports Business minor) and lifelong athlete with international experience producing branded video, pitching integrated campaigns, and translating audience research into creative direction. Seeking a role in marketing, brand strategy, campaign development, or event management.

EDUCATION

University of Oregon | Eugene, OR

June 2026

Bachelor of Arts in Advertising • Minor in Sports Business

- **Relevant coursework:** Digital Ads & Analytics, Advertising Campaigns, Creative Strategy, Strategic Communication Research Methods, Sports Brand Management
- **Honors:** Dean's List, Fall 2025; Minds Move Mtns Scholarship

EXPERIENCE

Iyi Events | Barcelona, Spain

Summer 2025

Advertising & Marketing Intern • International event management & live-conference production agency

- Produced an end-to-end promotional brand video (concept, script, and edit) in 3 weeks for a live international event; video was published to the front page of the company's main website.
- Pitched 2 integrated event-marketing campaigns to leadership — developed as written concepts designed for video production; both were approved and one was selected as the agency's featured promotional campaign.
- Conducted 8 in-person audience interviews across 2 international events; synthesized findings into a creative brief that directly reshaped event messaging and informed campaign direction.
- Collaborated directly with senior leadership in a bilingual (English/Spanish) environment, sharpening cross-cultural client communication on international event accounts.

Izakaya Jinsei | Eugene, OR

April 2024 – June 2026

Server

- Delivered high-tempo guest service in a fast-paced restaurant, strengthening communication, customer engagement, and on-the-fly problem solving.
- Built long-term relationships with regulars and partner with front-of-house staff to keep service smooth during peak hours.

River Place Country Club | Austin, TX

September 2021 – October 2022

Junior Tennis Coach

- Coached youth athletes ages 3–14, designing tiered session plans, tracking progression, and preparing students to compete in regional tournaments.

PROJECTS & PORTFOLIO HIGHLIGHTS

- **Campaign Decks** — Contributed as copywriter and strategist on course-project campaign decks, including a distracted-driving campaign for AAA Washington and a \$100K B2B/B2C media plan pitch for Sign-AI. Available at portfolio link above.
- **Brand Launch Mockup Series** — Developed speculative product launch concepts for Kith, Burton, Arc'teryx, and Salomon; each project covers visual identity, campaign direction, and mock creative assets. Tools: Adobe Express, Figma.
- **Iyi Events Promotional Videos** — Produced and edited branded event recap and promotional videos filmed on location in Barcelona; content published to the agency's website. Tools: Adobe Premiere Pro.
- **Outdoor & Action Sports Visual Identity** — Ongoing personal portfolio of brand concept work across the outdoor and action sports space, exploring how performance-driven brands (Burton, Salomon, Arc'teryx, Kith) communicate to niche athlete communities. Available at portfolio link above.

SKILLS

Sports Marketing: Sports Brand Management, Fan & Athlete Storytelling, Sponsorship Activation, Event & Game-Day Marketing

Creative & Design: Adobe Premiere Pro, Adobe Express, Figma, Video Production, Creative Concepting, Copywriting

AI & Emerging Tools: Claude, Figma — AI-assisted campaign ideation, creative direction, and visual concepting

Strategy & Research: Campaign Strategy, Brand Positioning, Qualtrics, Qualitative & Survey Research, Audience Insights, Digital Advertising, Social Content

Languages: English (native); Spanish (conversational)

LEADERSHIP & COMMUNITY

UO Club Tennis: Trained daily and competed in regional collegiate tournaments.

Texas Advocacy Project: Two years volunteering with teens on healthy-relationship education.