

Brenan Clendening

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Education

College of Business, **Marketing**, minor in **Digital Media**

University of Wisconsin La-Crosse - expected graduation Winter 2024

Specialized Coursework: Digital media -video emphasis, Digital content writing, Digital Media 2D emphasis, Photography, Marketing research, Personal selling

Experience

Content Creator at “Midwest Fly Fishing” -Youtube, Jan 2018 - Present

- Made \$2,000+ in Revenue by selling merchandise
- YouTube following of 800+subscribers
- Gained sponsorship through Root River Rod Company
- 101,706 total views in 94 videos (1000 view a video average)

Head Supervisor at Ace Hardware Corporation (Bloomington, MN), May 2022 - Present

- Assisted the manager when he was unavailable by opening and closing the store, holding a key, counting tills, and making deposits at the bank
- Assisted team members when necessary in handling cash registers, organizing inventory room, labeling products, unloading merchandise, and cleaning up.
- Assisted customers on the sales floor and promoted higher-price items

Sales Associate at Ace Hardware Corporation (LaCrosse, WI), Jan 2023-Present

- Stock, replenish, and organize inventory with accuracy and efficiency

Digital Intern at Lindners Angling Edge (Brainerd, MN), May 2024 - Sep 2024

- Wrote SEO content and managed content for 2 websites
- Edited and posted short format videos and pictures on social media
- Filmed segments for 2 TV shows (Angling Buzz and Angling Edge)
- Used Adobe applications to make thumbnails and other pictured content

Skills

adobe photoshop • adobe premiere • cooking • finance • illustrator • inventory management • microsoft excel • microsoft word • drone images • adobe lightroom

[linkedin.com/in/brenan-clendening-1ab40a261](https://www.linkedin.com/in/brenan-clendening-1ab40a261) • <https://www.youtube.com/channel/UC9omgw-UCVgbhN3HM50RWQA>