

Sayward McCullough

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Professional Summary

Highly motivated and detail-oriented Business Management student with a minor in Behavioral Economics, seeking opportunities to leverage analytical, operational, and leadership skills. Experienced in project management, digital marketing, customer relations, and operational logistics. Passionate about driving efficiency and business growth through strategic planning, marketing, and management solutions.

Education

Appalachian State University Expected Graduation: 2025
Bachelor of Science in Business Administration – Business Management
Minor: Behavioral Economics

Rowan-Cabarrus Community College 2018 – 2022
Associate of Arts

Professional Experience

MKG Creations January 2025 – Present
Intern

- Assisted with project scheduling, planning, and client communications
- Observed and participated in the creation of estimates and job proposals
- Supported procurement efforts by researching and ordering materials and supplies
- Played a key role in website redevelopment for improved SEO and user engagement
- Managed and implemented social media marketing strategies to grow brand awareness
- Created content and analyzed digital performance to refine marketing campaigns

Plemmons Student Union August 2023 – Present
Operations Assistant

- Provided facility management support and customer service to students and staff
- Managed Student Union Lost and Found and enforced safety protocols
- Assisted patrons with event coordination, room locations, and university policies
- Adapted to dynamic challenges in a fast-paced environment to maintain seamless operations

FYE - For Your Entertainment September 2021 – December 2022
Retail Sales Associate

- Assisted customers with product selection and provided exceptional service
- Operated cash register, processed transactions, and managed store inventory
- Handled daily store upkeep, restocking, and closing procedures

Skills & Certifications

- Certified in Microsoft Excel
- Certified in Evidence-Based Management
- Advanced project management and business strategy skills
- Strong leadership, adaptability, and problem-solving abilities
- Proficient in SEO, website development, and social media marketing
- Strong ability to balance competing priorities while maintaining attention to detail