

# GAGE BAUER

gage-bauer.com



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## SOCIAL

- <https://gage-bauer.com/>
- [https://www.instagram.com/gage\\_bauer/](https://www.instagram.com/gage_bauer/)
- <https://www.linkedin.com/in/gage-bauer/>

## PROFILE

I am a student at the University of Oklahoma studying Advertising. I have a passion for strategy and know I will become an Account Planner someday. I am proficient in primary and secondary research with experience in planning both inside and outside the classroom.

## RELEVANT EXPERIENCE

Advertising for ClickAppliance  
2018 - Present

- Created a new brand, named, 'ClickAppliance' with the aim of selling appliances online to Millennials.

GoRving with The Richards  
Group

- Headed a team that conducted primary and secondary research in an effort to gain insights about the RV industry and how it is viewed by various groups

Rubin, Postaer and Associates  
(RPA)

- Headed a team which did primary and secondary research over Generation Z

Internship at Campbell and  
Company  
Advertising Firm  
Summer of 2017

- Assisted in maintaining and updating various social media accounts
- Learned HTML, CSS, and WordPress to maintain several websites
- Wrote blogs for multiple companies
- Wrote Google Adwords Ads

## SKILLS

- Leadership
- Communication
- Blogging
- Website Design
- Adobe Illustrator
- Social Media
- Primary Research
- Secondary Research
- HTML
- Brand Strategy
- Qualitative Research
- Quantitative Research

## EDUCATION

University of Oklahoma  
B.A. Advertising  
Minor in Psychology  
Anticipated Graduation  
date: December 2018

## OTHER EXPERIENCE

**Server at Cheddar's Scratch  
Kitchen**  
**September 2016 - Present**

## REFERENCES

### **Sonya Hitchcock**

Director of Digital Services & Social  
Media  
[sonya@candcok.com](mailto:sonya@candcok.com)

### **Andrew Kassetori**

Managing Cheddar's Scratch  
Kitchen  
(405)-321-3479

