

Landon Faulconer

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EDUCATION

Tennessee Technological University

Expected – Dec. 2026

Bachelor of Science in Business Administration | Major: Marketing | GPA: 3.94

Coursework: Introduction to Marketing, Marketing Strategy, Digital Marketing, Integrated Marketing Communications, Consumer Behavior

SKILLS

Canva | Microsoft Office

Raymond James CRM | AI Applications

Meta Ads Manager | Public Speaking

EXPERIENCE

Raymond James

Sept. 2025 – Present

Marketing Intern

- Created targeted promotional materials and financial advisor content using Canva and Raymond James CRM, enhancing local brand visibility and strengthening client relationships in the Cookeville wealth management market.
- Developed and managed LinkedIn and Facebook content campaigns for financial advisors, driving audience engagement and supporting lead generation for prospective clients.
- Analyzed market data, client feedback, and campaign materials to optimize marketing strategies and improve overall effectiveness in a financial services environment.

TTU Residential Life

Aug. 2025 – Present

Resident Assistant

- Designed and executed community engagement programs for 30+ residents, applying marketing principles and relationship building strategies to drive participation, resulting in increased participation and stronger community loyalty within the residence hall.
- Conducted needs assessments through data collection and resident feedback to refine programs, demonstrating strong analytical and client-focused decision-making skills.
- Managed conflict resolution and built meaningful relationships across diverse student populations, honing interpersonal and consultative skills.

Old Navy

May 2024 – Aug. 2025

Sales Associate

- Consistently exceeded monthly credit card sales targets through persuasive selling, personalized client engagement, and need based recommendations.
- Built strong customer relationships by delivering exceptional service and tailored product solutions, contributing to increased store revenue and repeat business.
- Executed visual merchandising strategies to enhance brand presentation and drive in-store traffic and sales performance.

KEY PROJECTS

Andy's Frozen Custard Corporate Partner Campaign

Spring 2026

Hands On Corporate Partner Campaign

- Developed a comprehensive integrated marketing campaign for Andy's Frozen Custard, leveraging consumer survey data from 80+ respondents to identify target audiences, pricing perceptions, and key purchase drivers.
- Created a full-funnel marketing strategy spanning awareness, consideration, conversion, and retention, including social media content calendars, influencer partnerships, paid advertising, email marketing, and out-of-home media placements.
- Designed campaign KPIs and measurement plans to track engagement, audience growth, store visits, and conversion performance, while recommending optimization strategies based on analytics, UTM tracking, and customer behavior data.

Digital Marketing Campaign – Ralph’s Donuts

Fall 2025

Local Content Creation

- Led social media content strategy using trending formats, SEO, and audience targeting, generating 17,000+ views within 48 hours and significantly boosting brand engagement.

Consumer Behavior

Fall 2025

Foreign Market Entry

- Conducted in-depth market research and competitive analysis for Chipotle’s potential entry into the Japanese market.
- Developed comprehensive market recommendations based on consumer behavior insights, positioning, and opportunity evaluation.
- Delivered professional presentation and written reports, showcasing analytical and strategic communication skills.

LEADERSHIP & COMMUNITY INVOLVEMENT

Student Government Association, Sept. 2024 – Aug. 2025

College of Business Ambassadors, 2023 – Present