



864-506-6841 | paytonbagby@gmail.com | www.paytonbagby.com | www.linkedin.com/in/paytonbagby

Dedicated and results-driven recent graduate seeking a position in branding, marketing, and client relations where my leadership, dependability, and strong work ethic can bring value to a dynamic team. With over four years of experience in brand strategy and stakeholder engagement, I bring exceptional client services, problem-solving abilities, and adaptability to any environment. Passionate about building meaningful connections, creating lasting impact, and learning and growing within a team, I am eager to leverage my skills in communication and collaboration while continuously expanding my professional expertise.

EDUCATION

Clemson University

Summa Cum Laude
Bachelor of Arts in Communication
College of Behavioral, Social, and Health Science
Minor in Brand Communication
Wilbur O. and Ann Powers College of Business
2021-2025

HONORS & ACTIVITIES

- 4 Year President's List
- Alpha Delta Pi Zeta Nu Chapter
- Ronald McDonald House Charities volunteer
- Clemson University Real Estate Club
- Cadency Professional Development Trip
- Clemson University Student Government Freshman Council

SKILLS

- Microsoft Office Suite
- Google Workspace
- Zoomph Analytics
- Canva
- Social Media Platforms

STRENGTHS

- Market Research and Analysis
- Brand Development
- Team Management
- Strategic Marketing
- Project Management

PROFESSIONAL EXPERIENCE

Name, Image, and Likeness Coordinator

Clemson Ventures | 2024 - Present

- Curate personal brand management and development through numerous athlete-brand partnerships
- Conduct market research on NIL trends and insights
- Design and deliver workshops for student-athletes about NIL opportunities, social media management, and personal branding

Major Gifts & Block C Club Intern

IPTAY | 2023 - 2024

- Created the Pro Tigers initiative aimed at deepening engagement with former athletes, boosting brand loyalty, and investing in IPTAY
- Designed and coordinated the annual Letterjacket Ceremony, overseeing event planning, branding, logistics, and participant engagement
- Collaborated with cross-departmental teams on outreach initiatives

Marketing & Client Relations Intern

Keller Williams | 2024

- Created and executed numerous marketing initiatives
- Supported client engagement efforts by managing communication touchpoints, maintaining CRM databases, and ensuring a seamless experience throughout the buying and selling process

Events Chair - IPTAY Student Advisory Board

IPTAY | 2022 - Present

- Conceptualize and execute experiential marketing strategies to drive student engagement in the IPTAY Collegiate Club
- Strategize and execute multiple exclusive events for Collegiate Club members, enhancing IPTAY and the Collegiate Club brand
- Deliver and market impactful stakeholder events

Director of Competitive Teams

Elevation Dance Company | 2021 - Present

- Lead, choreograph for, and manage all competitive teams
- Collaborate with customer relations, fostering positive experiences and long-term relationships with team members and parents

Sales Associate

The Fizz Boutique | 2023 - Present