

BRENDEN REED

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[WEBSITE]

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[SOCIAL MEDIA]

@reedcreative_

PASSIONATE COLLEGE STUDENT
STUDYING OUTDOOR PRODUCT DESIGN
AND DEVELOPMENT WITH AN EMPHASIS
IN PRODUCT DEVELOPMENT.

A RESOURCEFUL AND PERSONABLE
INDIVIDUAL DEDICATED TO CREATING
VIABLE, CREATIVE, AND FRIENDLY
SOLUTIONS THAT BENEFIT BOTH PEOPLE
AND THE PLANET.

SKILLED IN BUILDING STRONG
RELATIONSHIPS AND COLLABORATING
EFFECTIVELY ACROSS DIVERSE TEAMS.

[SKILLS]

COMMUNICATION

PRODUCT DESIGN

DATA FORMULATION

[SOFTWARES]

ADOBE SUITE

MICROSOFT SUITE

SOLIDWORKS

RHINO 7

SOCIAL MEDIA PLATFORMS

[EXPERIENCE]

OP SOCIAL MEDIA ASSISTANT
[USU CAMPUS REC.]

SEP 2024
/MAY 2025

- Manage Outdoor Programs social media pages
- Develop and design engaging content
- Work with outdoor programs staff to align social media content with program goals

SALES ASSOCIATE
[TREK BIKES]

MAY 2024/AUGUST 2024
JUNE 2025/AUGUST 2025

- Advised customers on product selection and provided excellent service
- Performed repairs and routine maintenance to ensure bike safety and functionality
- Maintained up-to-date knowledge of cycling industry to ensure customer satisfaction

WHITEWATER RAFT GUIDE
[MILD TO WILD]

MAY 2023
/AUGUST 2023

- Guided rafts down the daily section of the Colorado River in Moab, UT
- Prioritized guest safety by providing instruction and managing risks on water
- Educated guests about river ecosystems and responsible outdoor practices

DRAFTER
[LEGEND ENGINEERING]

MAY 2022/AUGUST 2022
JUNE 2025/AUGUST 2025

- Conducted research and assessments to support project planning and execution
- Drafted detailed site plans for various projects
- Worked with city officials to ensure project compliance and alignment with regulations

MOUNTAIN BIKE COACH
[WASATCH MOUNTAIN RIDERS]

MAY 2022
/AUGUST 2022

- Taught mountain biking techniques and fostered skill development in young riders
- Managed and organized groups of local kids aged 7-14
- Provided instruction for responsible recreation and ecosystem protection

[EDUCATION]

BACHELOR, OUTDOOR PRODUCT DESIGN AND
DEVELOPMENT
[UTAH STATE UNIVERSITY]

AUGUST 2022
/PRESENT