



# BRENDEN REED

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[WEBSITE]

www.reed-creative.com

[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  
VIALE, 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  
/PRESENT

- 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  
/PRESENT

- 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

- 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