

David Cunat

Digital Marketer | GA4 + HubSpot Certified

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SUMMARY

Digital marketer with a consulting engagement and two university projects for real organizations, plus a written commendation from a company President on my final deliverable: a full lifecycle marketing plan with Mailchimp flows, HubSpot CRM and a data-backed loyalty program. GA4-certified with four HubSpot certifications, and a habit of taking work further than assigned, like extending a class capstone into an independent paid media strategy. Comfortable presenting directly to ownership in plain language. Seeking a first full-time marketing role in the Twin Cities; open to hybrid or remote.

SKILLS

Marketing & Strategy: Email & SMS (Mailchimp), HubSpot CRM & Marketing Hub, Digital Strategy, A/B Testing, Content & Social Strategy, SEO

Analytics & Research: Google Analytics (GA4), POS Data Analysis, Consumer Insights, Market Research, Google & Apple Business Profile

Design & Technical: HTML & CSS, WordPress, Photoshop, Premiere Pro / DaVinci Resolve, Canva

MARKETING EXPERIENCE

Digital Marketing Consultant | Churchill's Cigars, Victoria, MN Jun 2025 – Sep 2025

- Analyzed POS data to design a tiered loyalty program (projected 8–12% CLV lift, not yet measured) and its HubSpot CRM activation plan.
- Built a full lifecycle framework in Mailchimp: 3-part welcome and win-back flows, handed to ownership; building sold before launch.
- Built the strategy from GA4 analytics, a competitive audit and customer segmentation, with benchmarks and a 12-month roadmap.
- Delivered UX recommendations, A/B test proposals and HTML/CSS fixes, plus a plan for an online store with age verification.

Marketing Consultant, Capstone Client Project | Sweet Boba House, Eau Claire, WI Sep 2025 – Dec 2025

- Co-developed a full strategic marketing plan for a local boba shop on a 5-person consulting team, presented to ownership.
- Led the goals framework and roadmap: targets of 30% social following, 20% TikTok engagement, 15% repeat purchases.
- After the project, designed and wrote a seasonal email from the plan's winter flavors: concept, copy, layout and visual hierarchy.
- Extended the plan on my own into a \$300 paid media test with a built-in A/B test, plus a 3-email lifecycle sequence.
- Owner reported a noticeable uptick in sales after implementing the recommended strategy.

Market Researcher, Academic Research Project | United Way of Greater Chippewa Valley, Eau Claire, WI Jan 2024 – May 2024

- Co-led a 4-person team that surveyed 63 UW–Eau Claire students on why they volunteer and which causes they care about.
- Found community (22% of answers) and feeling good (17%) the top motivators; youth support and animal welfare the top-rated causes.
- Presented three recommendations tied to findings: community events, youth-focused programs and an animal-welfare partnership.

PERSONAL PROJECTS (CUNATCREATIVES.COM)

- **Matcha Match** — playable daily match-3 game, a white-label loyalty concept for boba shops; every mechanic maps to a CLV lever.
- **XYLO Mouth-First Pouch** — blue-ocean concept (Apr 2026): a mouth-first nicotine pouch, no health claims; 3-brand category audit.
- **Domino's "Slide Stopper"** — packaging insert that keeps sides from sliding off at hand-off; Photoshop renders, then a hand-cut prototype.
- **Nike Air Force 1 "Air Loves"** — four colorway concepts built from one mirrored-Swoosh heart, designed in Photoshop.

CERTIFICATIONS

GA4 · Google Ads Search (in progress) · HubSpot Social Media Marketing I & II, Digital Marketing, Digital Advertising · Stukent Simternship

EDUCATION

BBA, Marketing & Sales | University of Wisconsin–Eau Claire · Major GPA 3.52, cum laude · Dean's List 4 semesters Dec 2025

- GloBus Business Simulation: C-suite lead directing strategy against 40 competing companies; finished #3.
- Study abroad (USAC): International Business at Charles University, Prague, Czech Republic.

ADDITIONAL EXPERIENCE: LEADERSHIP & OPERATIONS

Team Member | Domino's, Eau Claire, WI & Waconia, MN Sep 2025 – Present

- Deliver orders with brand-standard service; turned a recurring hand-off problem from my own runs into the Slide Stopper concept.

Shift Manager | Red's Savoy Pizza, Shakopee & Lakeville, MN May 2024 – Sep 2025

- Led promotions and merchandising during a store relaunch, driving repeat traffic and 90%+ satisfaction; trained staff using POS insights.

Crew Member → Shift Manager | Dairy Queen, Chaska & Minnetonka, MN Jun 2019 – Sep 2023

- Selected for transfer to Minnesota's top-performing Dairy Queen (95%+ satisfaction); hit sub-3-minute drive-thru targets, trained a 15-person team.