

GEORGE DANNECKER

MARKETING, OPERATIONS & BUSINESS DEVELOPMENT

University of St. Thomas · St. Paul, MN · Marketing & Entrepreneurship · Expected 2028

Alton Bay, NH | dann4213@stthomas.edu | 713-408-1457 | [linkedin.com/in/georgedanneckermarketing](https://www.linkedin.com/in/georgedanneckermarketing)

SUMMARY

Marketing and Entrepreneurship student with hands-on experience in digital marketing, business development, market research, lead generation, content creation, event execution, SEO, campaign support, and project documentation. Experienced turning market and customer data into targeted outreach, marketing insights, and growth opportunities across consulting, consumer brands, and service businesses. Organized, goal-oriented communicator comfortable balancing multiple projects in fast-paced environments.

EXPERIENCE

Digital Marketing & E-Commerce Project — Paddle the Outdoors x Lake State Mountaineering

Minnesota · Hybrid Oct 2026 – Present

- Collaborate with business owners to plan a paddle-sports website, e-commerce storefront, rental booking system, and launch strategy, with Lake State Mountaineering as an in-store retail partner.
- Define requirements for Wix, SEO, product inventory, and POS integration while coordinating digital workflows, project milestones, and launch preparation.

Market Insight Analyst — Saltbox Mgmt

Minneapolis–St. Paul, MN · Hybrid

Sept 2026 – Present

- Support business development through market research, prospect research, lead generation, and targeted outreach strategy using Salesforce and Apollo.
- Analyze prospect and account data to identify partnership opportunities, prioritize leads, track outreach, and turn market insights into actionable growth recommendations.

Marketing & Expansion — Mood Brew®

Minneapolis, MN / Boston, MA · Hybrid

July 2025 – Present

- Lead Midwest expansion for a functional coffee startup, supporting event planning and execution through campus activations, markets, pop-ups, and partnership development.
- Represent the brand at in-person events and entrepreneurial showcases (including E Fest), managing event logistics, booth setup, sampling, sales, and customer education.

SEO Marketing & Growth Specialist — Gladiator Electric TX

Richmond, TX · Hybrid

May 2026 – Present

- Lead digital marketing strategy for a regional electrical services company, improving website infrastructure, on-page SEO, local search visibility, and customer acquisition across Greater Houston and Fort Bend County.
- Plan and analyze paid advertising, conversion-focused landing pages, and content initiatives, using campaign and lead data to improve inbound lead generation and regional brand visibility.

Marketing & Entrepreneurship Intern — Breccia LLC

Alton Bay, NH · Hybrid

Jan 2026 – Present

- Support a renewable-energy consulting firm through website management, lead development, market research, and marketing initiatives designed to strengthen visibility and business growth.
- Maintain project documentation, organize prospect and client information, contribute to client-facing marketing materials, and support project tracking across active consulting work.

Athletic Communications Photographer/Videographer — University of St. Thomas

St. Paul, MN · On-site

Sept 2023 – Present

- Produce photo, video, and branded digital content for Division I athletics, supporting social media and communications across live competition, media days, and multiple sports.
- Manage fast-turnaround content workflows for digital and social channels while meeting university brand standards, deadlines, and high-pressure live-event demands.

Zipline Guide & Rescue Operations — Gunstock Mountain Resort

Gilford, NH · On-site May 2025 – Aug 2025

- Guided guests through mountain zipline operations while enforcing safety procedures, equipment checks, and operating protocols.
- Performed zipline rescues and guest recoveries, responding to incidents and supporting emergency procedures in a high-angle mountain environment.

ADDITIONAL EXPERIENCE

Freelance Photographer, Owner — George Robert Photography · Alton Bay, NH

Sept 2020 – Present

SKILLS

Digital Marketing · Market Research · Marketing Analytics · Lead Generation · Business Development · Content Creation · Event Planning & Execution · Project Management & Tracking · Process Improvement · SEO & Local Search · Paid Advertising · Sales & Client Relations

PLATFORMS & TOOLS

Salesforce · Apollo · Microsoft Excel · PowerPoint · Word · Wix · Canva · Google Business Profile · HeyReach · S1 · White Whale · Runner · Pixieset

EDUCATION

University of St. Thomas (MN) — Opus College of Business

Expected 2028

Bachelor of Arts, Marketing & Entrepreneurship

CERTIFICATIONS & OUTDOOR TRAINING

CPR & AED Certified — SOLO, 2025

Wilderness First Aid (WFA) — SOLO, 2025

ATHLETICS, AWARDS & OUTDOOR PURSUITS

- MCLA Division II Lacrosse, University of St. Thomas — 2024 National Champion, 2025 National Runner-Up.

- National Geographic Conservation Travel & Photography Program, Namibia, Africa — Summer 2023. Scholastic Art & Writing Gold Key (2023), Silver Key (2022, 2023).
- Active mountaineer and alpine enthusiast; drawn to Search & Rescue work and the problem-solving demanded by high-consequence environments.