**MARCO MARSHALL**

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**PROFESSIONAL SUMMARY**

Innovative and resourceful Entrepreneurship major with experience in launching student-run ventures, conducting market research, and managing business operations. Skilled in developing business plans, pitching to investors, and using digital tools to drive brand growth. Passionate about sustainable, socially conscious entrepreneurship and building scalable ideas from the ground up.

**SKILLS SUMMARY**

* Business Plan Development
* Market Research and Competitive Analysis
* Pitch Deck and Investor Communication
* Startup Operations and Supply Chain
* Digital Marketing and Social Media
* Google Workspace, Canva, Shopify, Trello, Excel
* Leadership and Team Management

**EDUCATION**

Bachelor of Business Administration in Entrepreneurship Expected: May 2026

Marshall University Huntington, WV

Minor: Marketing

*Relevant Coursework: Entrepreneurial Finance, Venture Creation, Innovation Management, E-Commerce, Small Business Strategy, Business Ethics*

**STARTUP AND PROJECT EXPERIENCE**

Campus Grounds – Student Coffee Venture Huntington, WV

Co-Founder & Operations Lead January 2023 – Present

* Helped launch and manage a student-run mobile coffee business serving campus events.
* Oversaw supply chain logistics, vendor relations, and scheduling of staff and volunteers.
* Led customer engagement initiatives that increased daily sales by 30% within two months.

Huntington Innovation Hub Huntington, WV

Business Development Intern June 2023 – August 2023

* Conducted competitive analysis and SWOT assessments for startup clients in the incubator program.
* Assisted with investor pitch preparation, marketing strategy development, and customer surveys.
* Supported entrepreneurs with creating scalable business plans and presentations.