

Payton Swart

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EDUCATION

Elon University | Elon, North Carolina

May 2026

Bachelor of Science in Business Administration, Major in Marketing and Business Analytics, Minor in Economics

GPA: 3.9/4.0

WORK EXPERIENCE

NEJ Inc. | Beacon Falls, Connecticut

June 2025 – August 2025

Merchandising Intern

- Partnered with merchandising and logistics teams to prepare showrooms for buyer visits by highlighting key vendors, categories, and seasonal trends
- Developed a digital e-catalog for online furniture sales, managing a team that photographed, measured, and cataloged 100+ furniture pieces to improve product presentation and accessibility
- Supported reverse logistics by grading inventory, managing vendor trademark requirements, and organizing goods into prepacks that aligned with retail partner needs

Bills Khakis | Remote

June 2024 – August 2024

Marketing Specialist Intern

- Partnered with the Head of Marketing to conduct competitor analysis and manage performance analytics, delivering weekly competitor insights to leadership
- Generated sales reports using Shopify to track product performance from email marketing campaigns
- Analyzed Klaviyo email analytics to assess KPIs, product sales, and campaign contribution
- Leveraged Google Analytics to forecast market trends and inform strategic decisions

Hollin Farms | Delaplane, Virginia

June 2024 – August 2024

Social Media Marketing Manager

- Managed and grew social media presence across Instagram and TikTok, increasing Instagram followers by 300+ and boosting daily impressions through curated, edited, and engaging content
- Enhanced brand visibility by developing informational graphics, coordinating retail displays, and producing visually appealing content to promote local produce and drive customer engagement
- Delivered exceptional customer service, addressing individual needs and ensuring satisfaction while fostering a positive experience that supported repeat visits

LEADERSHIP & SERVICE

Elon University Athletics | Elon, North Carolina

June 2022 – May 2026

Varsity Softball Student-Athlete / Captain

- Made 51 starts during Senior season (2026) while serving as team captain, recording a .250 batting average with 31 hits, 21 runs scored, 13 RBIs, and six stolen bases, demonstrating consistency and resiliency
- Thrived under pressure and turned adversity into unity, overcoming a tough sophomore year injury that strengthened team cohesion and underscored her resilience and adaptability in varied game environments.

Fellowship of Christian Athletes | Elon, North Carolina

July 2023 – May 2026

Leader / Active Member / Social Media Manager

- Conduct and organize regular FCA meetings, events, and activities, fostering a welcoming and inclusive environment for student-athletes to grow in their faith
- Capture content from weekly meetings and advertise to the Elon community for promotion of group
- Arrange community service projects and volunteer opportunities, promoting a sense of giving back and selflessness among student-athletes

AWARDS, CERTIFICATIONS, GROUPS & SKILLS

Elon University Dean's or Presidents List

Fall 2022 – May 2026

2025 CAA Softball Conference Champions

Spring 2025

Microsoft Excel Certification 2019 Associate

Fall 2023

Morgan's Message Elon Chapter

Fall 2022 – May 2026

Proficient in Python, SQL and Tableau