

SCOUT C. BROSHEARS

ST. LOUIS, MO | info@scoutbroshears.com | 314-378-2810

Education

Lindenwood University | College of Arts and Humanities
Bachelor of Science in Digital Marketing | GPA: 3.67/4.0

St. Charles, MO
December 2024

Career Overview

Creative and results-driven digital marketing professional with a passion for social media and content creation. Proven ability to drive engagement, enhance brand visibility, and build customer loyalty. Skilled in digital marketing strategies, social media management, and content curation, with hands-on experience in both creative and leadership roles.

Professional Experience

Marketing Coordinator

Shaw's Coffee Ltd.

St. Louis, MO
April 2025 - current

- Deliver part-time marketing support, focusing on social media management and content creation.
- Curate high-quality content that strengthens the brand's voice, increasing customer engagement and driving profile traffic.
- Conceptualize and launch seasonal menus and specialty drinks, leveraging social media to attract new customers and boost foot traffic.

Assistant Manager & Social Media Lead

Shaw's Coffee Ltd.

St. Louis, MO
October 2024 – April 2025

- Managed daily operations, supervised and trained baristas, and ensured efficient inventory control.
- Managed day-to-day social media content that increased engagement and expanded the shop's Instagram following by 80%.
- Streamlined store operations and team coordination, improving overall efficiency during peak hours.

Barista & Social Media Lead

Shaw's Coffee Ltd.

St. Louis, MO
February 2023 – October 2024

- Lead social media efforts, crafting content, capturing product photos, and promoting events to boost customer interaction and foot traffic.
- Delivered exceptional customer service while preparing specialty coffee beverages, maintaining high standards of quality.
- Launched and grew the shop's TikTok presence from the ground up—building a niche community of 450+ followers, with multiple videos reaching 10k+ views.

Swim Coach/Lifeguard

Westborough Country Club

St. Louis, MO
May 2018 - September 2021

- Coached youth swim teams, providing personalized instruction to improve technique and performance.
- Maintained safety and enforced pool rules as a certified lifeguard.
- Developed strong communication and leadership skills through educating students on correct swimming form.

Abilities and Skills

- Highly organized, detail oriented, and able to manage multiple tasks in fast-paced environments
- Strong communication and customer service skills, with experience resolving issues and ensuring satisfaction
- Proficient in social media marketing, including content creation, strategy, analytics, and platform-specific tools
- Skilled in design software such as Adobe Photoshop and Canva, with an eye for visual storytelling