

# Stefan Wensjoe

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## EDUCATION

### Florida International University

Bachelor of Business Administration, International Business, College of Business

Expected Graduation May 2027

Miami, FL

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## EXPERIENCE

### Bommarito Performance System

November 2023 — Present

*Admin/Social Media Marketing*

Miami, FL

- Executed the filming and editing of 100+ [Instagram](#) and [Facebook](#) posts and stories using Photoshop and CapCut to promote athletes in the NFL, NHL, MLB, NCAA, and their partners Thorne and UltraSlide. Boosted engagement by growing Bommarito's social media platforms by more than 10,000 followers over seven months.
- Developed high-quality films for the 2024 NFL Draft prep training, enhancing data analysis and providing valuable collateral for athletes' personal use. Produced weekly webinars featuring workouts targeting the body's core areas and uploaded links of all collateral to Bommarito's website.
- Spearheaded one-on-one sessions with high-profile athletes in creating montage videos, stories, and interviews for Instagram, Facebook, and Bommarito Performance's app and website.
- Enhanced video production setups and data analysis devices for Mock Combines, ensuring a seamless recording process in a focused environment for athletes.
- Collaborated with the sales team in recruiting professional athletes from the NFL, NHL, MLB, and NCAA by showcasing training options and our immersive cutting-edge facilities.
- Assisted coaches in keeping the facility clean and organized, creating a safe and welcoming environment for athletes to train.
- Recruited and interviewed prospective candidates for the marketing team, selecting top talent to support the teams growth and objectives.
- Coordinated athletes' schedules for medical evaluation, field exercises, and recovery activities.

### CD Distribution

June 2022 — November 2023

*Graphic Designer*

Miami, FL

- Designed dynamic advertisements for video game promotions using Photoshop and executed approximately 50 product banners for the [website](#) and weekly newsletters. Effectively promoted new releases and drove customer interest for the United States branch, as well as three Latin American branches.
- Created and prepared sales pitch presentations for international clients, including Victor Talking Machine Company and U.S. LEGO distributor Santoki, LLC, to showcase the company's interest in partnering with the client and effectively communicate the value of their offerings.
- Collaborated closely with the graphic design team to develop compelling advertisements for product releases, aligning with marketing objectives and target audience.
- Pitched advertisement ideas to the graphic design team, contributing to the expansion and enhancement of the company's branding efforts.
- Edited the company website by uploading and optimizing product images, ensuring a visually appealing and userfriendly online presence.

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## SKILLS

Computer: Proficient in Adobe Creative Cloud (Photoshop, Premiere Pro, Lightroom, Lightroom Classic), Final Cut Pro, DaVinci Resolve, iMovie, CapCut, Microsoft Office (Word, Excel, PowerPoint), Canva, SONY A7R IV, Instagram, Facebook, X, YouTube, LinkedIn

Languages: Native Spanish and English speaker

Certificates: Inside LVMH Certificate, Canva Essentials Certificate, Canva Graphic Design Essentials Certificate