

## Contact

Victoria, MN  
(612)-704-6987 (Mobile)  
dcunat2@gmail.com

[www.linkedin.com/in/david-cunat-a20380293](https://www.linkedin.com/in/david-cunat-a20380293) (LinkedIn)

## Top Skills

Google Analytics  
Digital Marketing  
Marketing Analytics

## Certifications

Students doing research for a course requirement  
Social Media Marketing  
Google Analytics Certification

# David Cunat

Data-Driven Marketing Student | Social Media & Analytics | HubSpot  
+ GA Certified | Digital Strategy | Brand Growth & Customer  
Engagement  
Greater Minneapolis-St. Paul Area

## Summary

Bringing a global mindset to data-driven marketing.

I'm a Marketing & Sales student who has executed real digital marketing work: From building a full marketing plan for Churchill's Cigars to helping relaunch a Red's Savoy Pizza franchise with strong customer engagement strategies.

Studying abroad in Prague sharpened my adaptability and gave me firsthand insight into how culture influences consumer behavior, a perspective I bring into every project.

HubSpot Social Media Certified & Google Analytics Certified, I love using analytics and content strategy to help brands grow smarter and faster.

Open to marketing internships and networking with professionals in digital strategy, social media, and analytics. Let's Connect!

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## Experience

Churchills Cigars  
Digital Marketing Consultant  
June 2025 - September 2025 (4 months)  
Victoria, Minnesota, United States

Developed a full digital marketing plan grounded in competitive and market analysis

- Recommended and structured Email + SMS channel implementation to boost retention and repeat sales
- Redesigned website layout and navigation for improved user experience and e-commerce readiness
- Optimized Apple Business and Google Business profiles to enhance local SEO and discoverability

- Proposed event marketing strategy to increase in-store engagement and drive foot traffic
- Advised on loyalty program options to strengthen customer lifetime value
- Built social media strategy with content themes designed for engagement and brand identity

## Red's Savoy Pizza

### Shift Manager

May 2024 - September 2025 (1 year 5 months)

Shakopee/Lakeville, Minnesota, United States

- Supported marketing through local promotions, digital engagement, and positive customer experience
- Provided feedback on and executed in-store marketing initiatives
- Ensured brand consistency and high service quality during the reopening of a franchise location
- Utilized POS and customer insights to improve operations and strengthen repeat traffic
- Trained and led staff to create an efficient and customer-first environment that boosted satisfaction

## Dairy Queen

4 years 4 months

### Shift Manager

June 2021 - September 2023 (2 years 4 months)

Minnetonka, Minnesota, United States

- Developed strong multitasking and problem-solving skills by managing inventory, cash deposits, daily operations and customer inquiries as the sole manager on duty.
- Led daily store operations for a top-performing Minnesota location, consistently achieving aggressive drive-thru time and customer satisfaction goals
- Enhanced operational efficiency by optimizing workflow layouts and employee station assignments, contributing to a 12% increase in profitability
- Trained, coached, and motivated a team of 15 to deliver fast, friendly service that supported high retention and a positive work culture
- Resolved customer issues in real time, strengthening brand loyalty and overall guest experience
- Leveraged POS tools and inventory insights to reduce waste and ensure product availability during peak hours

## Blizzard Wizzard

June 2019 - June 2021 (2 years 1 month)

Chaska, Minnesota, United States

- First Job: quickly built strong customer service skills in a fast-paced, high-volume environment
- Maintained a 95%+ customer satisfaction rate, contributing to repeat traffic and local reputation
- Identified and implemented workflow improvements (e.g., product placement, equipment setup), reducing order fulfillment time by 10%
- Demonstrated reliability, communication, and leadership potential: earned promotion to a higher-performing Minnetonka location

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## Education

### University of Wisconsin-Eau Claire

Bachelor's degree, Marketing and sales · (September 2021 - December 2025)

### Charles University

International Business · (January 2024 - May 2024)