

William (Cole) Hardister

hardisterw@g.cofc.edu | 503-490-5874 | Charleston, SC | www.linkedin.com/in/colehardister

Education

The College of Charleston

and Entrepreneurship/Emerging Enterprises

Charleston, SC B.S. in Communications

Graduating - May 2025

Work Experience

CLEATUS

New

Remote/Hybrid

Head of Marketing and Communications - Startup

August 2024-Present

- Developed and implemented marketing strategies to establish additional customer acquisition channels
- Grew LinkedIn following from 0-1k+ in four months by creating valuable long and short-form content, using calculated engagement techniques, and adjusting based on analytics
- Attracted following demographic fit to CLEATUS's target audience
- Re-positioned CLEATUS to portray a professional and credible image across all platforms
- Supported in re-branding and created brand new visuals for articles, infographics, and demo videos (Figma)
- Committed 20+ new articles and image changes into CLEATUS codebase using Github
- Completed comprehensive email marketing campaigns using Brevo
- Accumulated expertise on the government contracting industry
- Detailed understanding of AI industry, LLM's, Integrated AI, and Machine Learning
- Completed valuable market research and direct competitor analysis

College of Charleston Athletic Department

Charleston, SC

Sports Marketing Intern - Fan experience and Event Marketing

August 2024 -Present

- Fulfilled marketing and fan engagement campaigns for Men's Soccer, Baseball, and Basketball
- Executed game day promotions & help with sponsorship fulfillment on game day
- Assisted with campus promotion and social media efforts to increase attendance at athletic events
- Collaborated with Marketing directors and other interns to maintain organization, smooth teamwork, and efficient gameday operations

Business Owner & Co-Founder

Portland, OR

NW Sneaks

February 2019-Present

- Established an online reselling enterprise using platforms like Instagram, Twitter, Facebook, and StockX
- Utilized Microsoft tools to efficiently manage and account for thousands of products
- Negotiated transactions and cultivated relationships with private buyers, sellers, and commercial partners
- Demonstrated proficiency in software by employing advanced botting techniques on Google and Amazon servers to secure inventory
- Attended national conventions to enhance business visibility and forge strategic relationships
- Developed and implemented an inventory management system to organize and track over 1,000 sneakers

West Cards

October 2020-July 2022

- Managed a thriving trading card business, buying and selling thousands of items, and steering a Discord community with features like grading and market trends analysis

Athletic Experience

College of Charleston Men's Soccer (Div I)

Charleston, SC

Student Athlete

August 2023 - 2024

- Played for The College of Charleston Men's Soccer program as a preferred walk-on

- Training 5-6 times per week from 8am-10am
- Weight-lifting three times per week
- Endured two training sessions per day throughout pre-season

Skills, Activities, and Interests

- Microsoft + Adobe Programs, Web3, Coding/Web-Design (NextJS, TypeScript, React)
- Filmmaking, photography, three sport athlete, spanish speaker, Music producer/DJ