

Caleb Han

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EDUCATION

COLORADO COLLEGE, COLORADO SPRINGS, COLORADO

Bachelor of Arts in Business Economics and Society

August 2020 - May 2024

- GPA: 3.75

MARKETING EXPERIENCE

DUTCH BROS COFFEE HEADQUARTERS, GRANTS PASS, OREGON

Brand Assistant

September 2022 - January 2023

- Analyzed and established flavor metrics across Dutch Bros' diverse portfolio
- Developed sub brand strategy and implementation regarding individual product lines
- Constructed pricing tiers and guidelines based on regional data
- Collaborated across 5 departments to create trimester marketing planning

Product Brand Intern

May 2022 – August 2022

- Assisted in management of Coffee, Rebel, and Refreshment product lines
- Executed market research regarding competitor and product competition
- Collected and analyzed data regarding competing brands within the beverage category
- Established monthly featured drink strategy and promotions

FREELANCE

Creative Content Producer

February 2021 - Present

- Produce, shoot, and edit photo and video content
- Previous work with brands such as A-Spoonful and Crossfit Controlled Chaos
- Manage and organize regular social media marketing campaigns
- Experience within real estate, product, and portrait photography and videography

ADDITIONAL EXPERIENCE

DUTCH BROS COFFEE, COLORADO SPRINGS, COLORADO

Shift Lead; Barista

August 2019 – Present

- Lead as Shift Lead at both Austin Bluffs and Interquest stands
- Ensure cleanliness, organization, and training is maintained at a high standard
- Motivate new hires and aid in introducing a new shop into the operation
- Communicate with customers to fulfill order and foster customer-store engagement

CIVIL AIR PATROL, PETERSON AIR FORCE BASE, CO

Cadet Deputy Commander

October 2015 – May 2020

- Mobilized and directed cadet squadron of over 120 members
- Mentored in positions including Cadet Executive Officer and Cadet Deputy Commander

ADDITIONAL SKILLS

- Certified with Google Ads Essential Training
- Experienced in basic data visualization and analysis within Microsoft Excel
- Skilled in Adobe Lightroom and Premiere Pro as well as Canva