

Nathanael Kenzler

Current student pursuing M.S. in Marketing

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To whom it may concern,

My name is Nathanael Kenzler, and I am a first-generation college student currently pursuing a Master of Science in Marketing after completing my undergraduate degree in Business Administration, both at the University of Arizona. I am writing to share a brief insight into who I am as a professional, including how I work, how I learn, and the direction I am intentionally building toward. I am drawn to roles where I can contribute meaningfully within a high-performing business and/or marketing team while continuing to expand my knowledge and skills in ways that make the work around me more effective.

I approach every role with the same mindset: learn thoroughly, think critically, and raise the standard of the work around me. My experience across operations, client-facing roles, and marketing support has given me a practical understanding of how businesses function day to day. Whether managing multiple client relationships, supporting team operations under pressure, or contributing to brand and go-to-market efforts, I have consistently taken on increasing responsibility and sought out challenges rather than avoiding them.

One of my core strengths is my critical thinking ability and how I use it to break down complex ideas into clear, digestible narratives. Through my experiences, I've become comfortable learning nuanced or technical concepts and organizing them in a way that creates alignment and shared understanding across different audiences. Much of my success has depended on this very ability across both academic and professional settings. Refining this skill intentionally has directly helped me build trust with clients, support stronger operational decisions, and contribute more effectively in environments where clarity and structure drive outcomes. This is also why I am drawn to marketing and operations, where strategy, communication, and execution intersect, and where this ability, along with my adaptability and work ethic, allows me to thrive in fast-paced settings.

Outside of formal roles, I'm highly self-directed in how I build skills and focus my time. Alongside my graduate studies, I've begun certifications in Tableau and SQL, prioritizing a strong foundation in data and analytics before expanding into more advanced programming such as Python or C++. I am using this academic year as a deliberate development period while gaining hands-on exposure to AI tools and automation, as well as exploring how they can be applied to real business and marketing challenges.

I am motivated by high standards, continuous improvement, and contributing value beyond any single designated role. I aim to make a meaningful impact through my work seen in outcomes, on teams, and on the people those efforts ultimately support. Thank you for your time and consideration. I hope to further discuss how my mindset and skills could support your team.

Until then,

Nathanael Kenzler

NATHANAEL KENZLER

ASPIRING BUSINESS & MARKETING PROFESSIONAL

CONTACT

(408)460-7201

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[LinkedIn](#)

SKILLS

Marketing & Analytics

Adobe Creative Suite (Photoshop, Illustrator, Premiere), Tableau, Microsoft Suite (Excel/PowerPoint/Word), dashboard reporting, data storytelling

AI & Technical Curiosity

Exploring AI tools and automation, building a strong analytics foundation (SQL, Tableau), with planned progression into Python and C++

Communication

Public speaking, cross-functional collaboration, copywriting basics

Languages

Proficient in verbal and written Spanish

EDUCATION

University of Arizona,

Eller College of Management

M.S. in Marketing
(Expected Dec 2026)

B.S. in Business Administration
May 2025

Honors: Honors College Grant, Phi Theta Kappa Tuition Scholarship Recipient

Santa Barbara City College

A.A. Economics, Economics for Transfer, Liberal Arts & Sciences
May 2023 | GPA: 3.72

Honors: Phi Theta Kappa, President's Honor Roll

Bellarmino College Preparatory

High School Diploma
All men's Jesuit college preparatory program

PROFILE

Motivated business graduate and aspiring tech marketer pursuing a Master of Science in Marketing. Strong foundation in brand development, digital marketing, and customer engagement, with proven adaptability in client-facing and operational roles. Skilled in Adobe Creative Suite, Tableau, and Excel, with growing passion for AI, accelerated computing, and data-driven storytelling. Known for being a self-starter who thrives in fast paced, collaborative environments and eager to support go-to-market execution, partner campaigns, and product launches.

EXPERIENCE

VASA Fitness

Tucson, AZ

Personal Trainer

Sep 2023 – Feb 2025

- Designed and implemented personalized programs, leveraging consultative selling to attract and retain clients.
- Applied consultative selling skills to attract and retain clients, boosting business growth.
- Built and maintained 27 client relationships concurrently, using storytelling and data-driven insights to reinforce trust and engagement.

Member Experience Specialist

Aug 2023 – Dec 2024

- Developed customer engagement strategies that improved retention and satisfaction.
- Analyzed operational and client data to deliver insights and enhance service workflows.
- Supported team operations through training and communication during high-turnover periods.

Bay Area K9 Association

Santa Clara, CA

Resident Handler & Operations Assistant

Feb 2021 – Jul 2023

- Supported go-to-market initiatives through brand and visual identity development, logo, and name.
- Created marketing content and campaigns to drive customer engagement and awareness.
- Coordinated client communications and logistics, impacting business and operational efficiency.

Nordstrom Inc.

Santa Clara, CA

Fulfillment Team Member

June 2019 – February 2021

- Partnered with cross-functional teams to optimize fulfillment workflows and reduce processing time.
- Delivered consistent results under tight deadlines in a fast-paced, dynamic environment to support customer experience.
- Maintained quality and consistency of products, upholding brand messaging and operations.