

Marshal Herrmann

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EDUCATION

North Carolina State University, Raleigh, NC

Aug 2025 - Present

Poole College of Management, B.S. Business Administration, Finance Concentration

GPA: 4.0

Relevant Coursework: Financial Accounting, Managerial Accounting, Intro to Business, Microeconomics, Business Calculus

NC State European Center in Prague, Czech Republic

Aug 2025 - Nov 2025

Fall Connect Program

- Completed first semester abroad in NC State's Fall Connect Program in Prague, one of a cohort of 80 NC State students
- Traveled independently to England, Germany, Poland, Switzerland, and Austria, planning routes, lodging, and budgets

EXPERIENCE

Charlotte, NC

Marketing & Automation Specialist, Trustmark Mergers & Acquisitions

Jan 2026 - Present

- Redesigned trustmarkmergers.com and led its brand overhaul (logo, type, color, copy) for 5x monthly visitors in month one
- Built 3 lead funnels (business valuation calculator, buyer readiness and exit readiness tests) in Astro and React with Zoho CRM integration, drawing 1,000+ sessions in 60 days and capturing leads averaging \$800K+ in estimated business value
- Scraped 2,000+ records to find prospects and send targeted, personalized cold email campaigns, and developed a complete system for researching, writing, optimizing, and publishing blog articles built to rank in search and earn AI citations

Owner & Founder, One Shot Drone Tours

Apr 2025 - Present

- Founded Charlotte's first indoor FPV drone cinematography service: 400+ shoots, \$500M+ property filmed, 500K+ views
- Hired and manage a team of 4 pilots and creatives delivering finished content within 24 hours for residential, commercial, hospitality, restaurant, and luxury development clients, while handling sales, booking, shoot planning, and client relations
- Tripled social engagement compared with traditional listing video at roughly half the production cost, giving luxury listings a format competitors could not match; retainer roster includes top-producing Charlotte real estate agents

Summer Intern, Turner Construction

Jul 2023 - Aug 2023

- Toured active hospital and commercial developments on site with Turner project teams to see how large builds are run
- Sat in on project meetings and took notes alongside project managers, engineers, and superintendents across multiple jobs
- Presented a summary of my internship findings to Turner employees at the Charlotte office at the close of the program

Co-President, ACE (Architecture, Construction, Engineering) Club

Aug 2022 - May 2025

- Doubled club membership from 10 to 20 students through recruitment and engagement, and ran meetings as co-president
- Led the team through the annual Request for Proposal competition, designing a building over the year and presenting the final proposal to competing schools and a panel of industry professionals; won the "Best Architecture 2024" award
- Networked with and learned from engineers, project leads, consultants, estimators, and sales staff in construction

VOLUNTEERING

Charlotte, NC

Volunteer, Lift Up Carolinas

Feb 2026 - Present

- Created social media and website content for a Charlotte nonprofit whose volunteer-run thrift shop funds local programs
- Repaired 200+ donated watches by hand for resale in the thrift shop, sourcing parts and researching market pricing

Camp Coach & Golfer, First Tee Golf Program

Feb 2021 - Nov 2023

- Supervised and mentored 200+ kids ages 5 to 15 per summer as a First Tee camp coach for 2 consecutive summers
- Planned and led daily lessons and drills on golf fundamentals, course etiquette, and the program's life skills curriculum
- Played in the First Tee program from age 12, growing from participant to camp coach within the same Charlotte program

SKILLS & CERTIFICATIONS

Technical: FAA Part 107 Certified Remote Pilot, FPV Drone Piloting & Cinematography, Social Media Marketing

Web & Brand: Web Design, Brand Identity, Logo Design, Lead Funnel Design & Management, SEO, Analytics, Site Copy

INTERESTS

Running, hiking, photography, travel, drones, fashion, music, videography