William Pasch

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EDUCATION

James Madison University, Harrisonburg, VA **Expected Graduation: May 2027**
BBA: Marketing | Management Cumulative GPA: 3.44 | Marketing GPA: 3.93
Concentrations: Digital Marketing | Entrepreneurship & Innovation
Relevant Coursework: Project Management, Marketing Analytics, Entrepreneurship, Strategic Internet Marketing
Honors: Dean's List (Spring 2024, 2026)
Honor Societies: Delta Mu Sigma, digital marketing | Mu Kappa Tau, national marketing (top 4% of JMU marketing majors)

WORK EXPERIENCE

Digital Marketing Intern, James Madison University, Harrisonburg, VA August 2026–Present
- Review new and updated pages across a 35,000+ page public university site for brand and UX consistency
- Edit web content to meet WCAG 2.1 AA accessibility standards and improve usability
- Run daily webpage health reports to flag site issues and support data entry for the web team

Media and Marketing Leadership Intern, DealerWorld, Lehighton, PA May–August 2025
- Tracked weekly budget and pacing data across dealership accounts to catch reallocation opportunities early
- Managed Google Business Profile content and rebuilt Google Ads assets across 100+ dealership clients
- Ran technical SEO and grammar audits on client sites and used AI to scale blog and social content

Client Service Intern, Dealer eProcess, Lisle, IL May–August 2024
- Contributed to roadmap discussions during client calls and strategy sessions
- Audited website functionality, UX, and third-party integrations across dealership client sites
- Reviewed dealership sites for ADA compliance, documenting accessibility gaps for remediation

PROJECTS

Shenandoah Caverns IMC Plan, MKTG 384, James Madison University January–May 2026
- Strategy Lead for a 100+ page IMC plan across five media channels, built around a $50,000 proposed budget
- Plan won 8 awards; named Team MVP

MLB × AMA Case Competition, American Marketing Association, JMU October–December 2025
- Developed an IMC plan to grow MLB's Gen Z engagement for AMA's national ICC case competition
- Surveyed 55 Gen Z college students and analyzed how the NFL and NBA market to younger fans

COB 300 Business Plan, James Madison University August–December 2025
- Led a team of 8 in building a full business plan, shaping marketing strategy and branding

Orbit, Independent macOS app 2026
- Developed a native SwiftUI menu bar app for macOS that tracks usage limits, reset times, and pace across AI tools

The Ladder, Independent browser game 2026
- Launched a live daily trivia game that rewards uncommon answers, with AI tools and no prior coding experience

Paschtime, Substack newsletter, wpasch.substack.com Ongoing
- Write a weekly newsletter breaking down one current story in AI, tech, business, or marketing

LEADERSHIP & ACTIVITIES

VP of Project Management, American Marketing Association, Harrisonburg, VA April 2026–Present
- Elected to the 2026–2027 Executive Board, overseeing project management for a 100+ member chapter
- Lead a team of 6 on the Project Management Committee for AMA's Collegiate Case Competition

Student Venture Associate, Bluestone Seed Fund, Gilliam Center for Entrepreneurship September 2026–Present
- Source and screen early-stage startups and evaluate founder pitches for a $650K student-managed VC fund
- Track performance across 20+ portfolio companies and support founders on investment readiness

Member, Madison Inc., Gilliam Center for Entrepreneurship, Harrisonburg, VA September 2025–Present
- Pitched an original business concept in The Fallon Challenge against 22 other student-founded concepts

SKILLS & CERTIFICATIONS

Marketing: SEO | Content Strategy | IMC Planning | Market Research | Project Management
Technical Skills: Excel | Google Workspace | Canva | SwiftUI | AI Tools (Claude, Claude Code, Gemini, ChatGPT)
Platforms: Google Ads | Google Business Profile | Google Analytics | SEMrush | HubSpot
Language: Spanish, Intermediate
Google Digital Academy (Skillshop): *Google Ads Search Certification, Google Analytics Certification*
HubSpot Academy: *Social Media Certified, AEO Fundamentals*
Anthropic: *Claude Code 101* | *Claude Cowork* | *Agent Skills* | *AI Fluency (3 courses)*