







# HARLEY CHEATHAM

## CONTENT CREATOR & ENTREPRENEUR

I'm a passionate entrepreneur who loves creating content for different platforms. Whether it's writing catchy captions, designing stunning websites, or snapping amazing photos, I have the skills and experience to help you grow your brand. I have worked with hundreds of clients, delivering customized and engaging content that suits their needs and goals. I'm not only a creative person, but also a strategic thinker who can analyze data, optimize performance, and deliver excellent customer service. I have a keen eye for detail and quality and always strive to exceed expectations.

-  1 (270) 283-7461
-  harley.cheatham2018@gmail.com
-  801 Gidget Trail, Campbellsville, KY 42718
-  [flow.page/harleycheatham](https://flow.page/harleycheatham)  
[ogdazzle.com/](https://ogdazzle.com/)  
[linkedin.com/in/harley-cheatham/](https://linkedin.com/in/harley-cheatham/)

## EXPERIENCE

### CREW MEMBER

McDonald's (Campbellsville)  
**November 2015 - March 2016**

This was a great opportunity for me to develop my skills in customer service, order taking, food and drink preparation, cash handling, general cleaning, and using various tech devices. I enjoyed interacting with different customers and making sure they were satisfied with their orders. I also learned how to work efficiently and cooperatively with my team members in a fast-paced environment.

### CREW MEMBER

Subway  
**April 2017 - June 2017**

Working at Subway was another awesome opportunity for me to enhance my customer service skills and interact with different people every day. I was responsible for taking orders, handling cash, keeping the store clean, and making delicious sandwiches and salads. I enjoyed being part of a friendly and efficient team that always put the customers first.

### MERCHANDISER

SPAR Merchandising  
**July 2017 - June 2019**

I loved my merchandising job where I got to travel around Kentuckiana and work with different stores. I was in charge of setting up signage, distributing promotional items, replenishing inventory, organizing, cataloging & labeling products, cleaning, and maintenance. I had the opportunity to collaborate with store managers and staff from Dollar General, Walmart, K-Mart, Family Dollar, and more. I

## EDUCATION

### HIGH SCHOOL

Taylor County High School  
**2015 - 2018**

### SECONDARY EDUCATION

Lindsey Wilson College  
**2018 - 2023**

### SECONDARY EDUCATION

University of the Cumberlands  
**2023 - CURRENT**

## SKILLS

- Web & Graphic Design
- Customer Service
- Brand Research
- Social Media Marketing
- Influencer Marketing
- Copywriting
- Product Photography
- Problem-Solving
- Computer Literacy
- Project Management Tools
- Strong Communication



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## EXPERIENCE PT. 2

### ONLINE ASSOCIATE

Amazon mTurk

**October 2017 - March 2022**

I'm so grateful for this platform that gave me the opportunity to work on different tasks from a worldwide network of people and companies. I enjoyed doing various things like processing data, analyzing information, and moderating content. It was a fun and rewarding experience that helped me learn new skills and grow as a professional.

### ADVERTISING SPECIALIST

Billo

**May 2023 - CURRENT**

As a freelancer, I was looking for opportunities to showcase my skills in video production and social media marketing. That's when I discovered this company, which helped me connect with hundreds of businesses that needed my services. I was able to create authentic video content for them, drive sales through engaging campaigns, and work on interesting projects that challenged me and boosted my portfolio.

### FOUNDER / CREATIVE DIRECTOR

OG Dazzle, LLC

**2020 - CURRENT**

I love running my small business because it gives me the opportunity to grow my skills in various areas, such as brand/web design, customer service, copywriting, marketing, and product design. I also enjoy being creative and developing new ideas for my products and services. My small business has also opened the doors for me to connect with other talented and passionate people who share my vision and want to collaborate on exciting projects.

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**2023 - CURRENT**

## CERTIFICATIONS

- Microsoft Specialist in Word, PowerPoint, & Excel
- Pre-Professional Certification in Education Fundamentals
- Personal Creativity Certificate
- Introduction to Critical Thinking Certificate
- Creativity in Teams & Organizations Certificate
- CPR, AED, and First Aid Certification (Infant, Adult, & Child)
- Influencer Marketing Academy Graduate Certificate
- Introduction to Graphic Design: Concepts Certificate
- Influencer Brand Deals 101 Certificate
- Creativity at Work Certificate
- #talkmentalwellness Course Certificate

See more here: <https://www.linkedin.com/in/harley-cheatham/details/certifications/>