

MICHAEL A. WEST III

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SUMMARY

Marketing and Psychology double major at Saint Louis University pairing consumer-behavior insight with hands-on execution in outbound sales, business development, and digital marketing strategy. Track record of building pipeline, closing clients, and delivering measurable growth across entrepreneurial and corporate settings.

EDUCATION

Saint Louis University

Richard A. Chaifetz School of Business

St. Louis, MO

Expected May 2029

B.S. in Marketing & Psychology (Double Major) — University Scholarship Recipient (4-Year)

Relevant Coursework: International Business, Marketing Management, Financial Accounting

EXPERIENCE

Enterprise Mobility

Maryland Heights, MO

Business Development/Marketing Intern

May 2026 – Present

- Collaborated with a team of 10 interns in a startup program marketing Enterprise Mobility's car-sales business to a broader customer network, validating market demand to inform leadership's budget-allocation decisions.
- Presented workflow and process changes to senior leadership that were adopted, streamlining the sales cycle and directly increasing sales by 14%.
- Ranked #1 out of 10 interns for all-time customer engagements, averaging 700+ weekly touchpoints across target segments.
- Manage prospecting and pipeline across Salesforce, AWS WorkSpaces, and a custom CRM tracker I built to monitor engagements and conversion.

Westthird

St. Louis, MO

Founder

May 2026 – Present

- Founded Westthird, a digital marketing agency delivering custom websites, brand strategy, and local search optimization for small businesses and trades — growing client organic web traffic by an average of 10% after launch.
- Execute the end-to-end sales funnel solo — prospecting a continually growing pipeline of local businesses and converting cold outreach into 4 signed clients within three weeks.
- Deliver campaigns that grow bookings, lead volume, and Google visibility, converting first-time clients into recurring monthly retainers.
- Manage operations end-to-end: client discovery, marketing strategy, design, development, and ongoing performance optimization.

The Gatesworth

University City, MO

Concierge

Aug. 2025 – Present

- Serve as primary point of contact for 200+ residents and guests, resolving inquiries and client requests in real time.
- Coordinate reservations, transportation, resident events, and daily mail distribution for 50+ items, tracking inventory in CRM-style logs across multiple floors.

Adams Park Boys & Girls Club

St. Louis, MO

Youth Development Professional & Membership Data Specialist

Oct. 2022 – Jan. 2025

- Led daily programming for 30+ youth members through structured mentorship and activity leadership.
- Managed member registration database and analyzed 150+ weekly attendance logs in Excel, tracking enrollment trends that supported 15% program growth over two years.

St. Louis Sports Commission

St. Louis, MO

Marketing Intern

Jun. 2022 – Aug. 2022

- Conducted 40+ nominee profile reviews and selection analyses for the Musial Awards, a nationally televised sportsmanship ceremony.
- Researched youth engagement strategies and presented data-backed marketing recommendations to organizational leadership.

LEADERSHIP & PROJECTS

Rise Young Professionals (YP) Board — St. Louis, MO

Marketing Committee | May 2026 – Present

- Selected to the marketing committee of a St. Louis community-development nonprofit advancing equitable community revitalization.
- Developed the board's marketing and communications playbook, messaging guidelines, and brand positioning to grow membership, participation, and community partnerships.

Keller Joseph Capital — St. Louis, MO

Co-Founder/Partner & Marketing Lead | June 2026 – Present

- Co-founded a private investment partnership; built the fund's website and a custom app tracker used to research and develop investment strategies for stronger ROI.
- Contribute to market research and portfolio strategy targeting specific return objectives — the fund has outperformed the S&P 500 and Nasdaq on total return since inception.

SKILLS

Technical: Google Analytics (Certified), Salesforce & CRM Tools, Microsoft Excel (Certified), Data Analysis, SEO & Local Search, Email & Social Media Marketing, PowerPoint, Word, AI Application Development

Professional: Business Development, B2B Sales, Lead Generation, Pipeline Management, Account Management, Market Research, Marketing Strategy, Brand Positioning, Cold Outreach, Negotiation, Client Relations, Project Management, Leadership