

CARLY LEIMER

Digital Marketer & Pet Care Specialist

Portfolio: <https://leimerc8247.stoutmartech.com/index.html>

CAREER SUMMARY

Recent graduate with a Bachelor's degree in Digital Marketing Technology, with experience in website design, e-commerce, social media marketing, and CRM tools gained through academic projects and real-world application. Hands-on background in animal care, pet retail, and dog daycare operations with skills in dog behavior, group supervision, and client service. Passionate about the pet industry and eager to apply both technical knowledge and practical experience to support high-quality care and business growth.

EXPERIENCE

Doggie Daycare Attendant & Bather

Waggin' Tails Doggie Daycare | September 2024 - April 2026 | Menomonie, WI

- Supervise 20+ dogs in group play, monitoring behavior to ensure safe socialization.
- Provide daily care through structured play, enrichment, and engagement in a fast-paced daycare environment.
- Perform bathing services including full washes, ear cleaning, brushing, facials, and high-velocity drying while assisting groomers.
- Monitor dogs for health or behavioral concerns and maintain clean, sanitized play and grooming areas.

Pet Sitter - Rover

Self Employed | June 2025 - Present

- Provide in-home and overnight pet sitting for multiple families.
- Care for pets through feeding, walks, outdoor breaks, exercise, and playtime.
- Monitor pets' health, safety, and routines while owners are away.
- Maintain clean homes and regular communication with pet owners

Pet Care Specialist

PetSmart | April 2022 - January 2025 | Shakopee, MN


- Provided daily care for fish, reptiles, small mammals, and cats, including feeding and habitat maintenance.
- Maintained clean, sanitary habitats through tank cleaning, bedding replacement, and health checks.
- Educated customers on pet care, habitat setup, and responsible ownership.
- Supported store operations through animal adoptions, stocking inventory, and operating the register.

Additional Experience


Dairy Queen | August 2020 - May 2023 | Prior Lake & Menomonie

- Customer service, food preparation, cash handling, and teamwork in a fast-paced environment.

CONTACT

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 15244 Wood Duck Trail NW
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EDUCATION

Bachelor of Science Digital Marketing Technology

University of Wisconsin Stout
2022 - 2025
Cum Laude

Highschool GED

Prior Lake High School
2018 - 2022

SKILLS

- Dog daycare and playgroup supervision
- In-home and overnight pet sitting
- Grooming support: bathing, brushing, ear cleaning, nail drilling
- Animal behavior and enrichment
- Animal care and health monitoring
- Website design (HTML/CSS/JS/PHP/Bootstrap/ jQuery)
- Database Management (MySQL, Microsoft Access)
- E-commerce (Shopify)
- CRM tools (Salesforce)
- Customer service and client communication

CERTIFICATES

- MOS Excel Associate – certified
- MOS Access Expert – certified
- SEO Stukent Simternship
- ASPCA Humane Handling Techniques