

John T. Smith

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EDUCATION

Bachelor of Business Administration, Public Relations

University of Reddit, San Francisco, CA

August 2018

GPA: 3.9/4.0

- Certificate: Journalism
- Dean's List Recipient (8/8 Semesters)

Microsoft Office Specialist, Word, Excel, PowerPoint, Access

May 2018

RELEVANT EXPERIENCE

Public Relations Consultant

August 2018 – Present

Marketing Agency Inc., San Francisco, CA

- Streamlined and employed available resources to increase media coverage more than 50% through media releases/alerts
- Implemented a new email-based invitation system to expand reach of past marketing consultants within the business
- Participated in the design, development, and implantation of marketing growth strategies using data analytics

Marketing Strategy Intern

January 2018 – April 2018

Big Bank Corp., Orange County, CA

- Performed and analyzed competitive market research in the artificial intelligence and technology space, generating content for annual promotional magazine 'The Modern Sale'.
- Acted as a marketing team representative and provided strategic insights at a pitch meeting with 10 global sales leaders
- Collaborated with the VP of Marketing to improve existing marketing strategy and increase audience engagement

Internal Communications Intern

May 2017 – August 2017

Financial Services Corp., Los Angeles, CA

- Managed the email support inbox and phone line for the corporate finance department which included 250 employees
- Generated department-wide emails to distribute messages around strategy, process implementation, and staff changes
- Reduced email-response rates from an average of 36 hours to 32 hours through a new prioritization system

PROFESSIONAL EXPERIENCE

Student Admissions Representative

August 2017 – Present

University of California – Los Angeles, Los Angeles, CA

- Performed daily campus tours of UCLA with group sizes ranging from 30 – 60 people at a time
- Visited high-schools on a weekly basis and built relationships with counselors, instructors, and prospective students
- Present and deliver workshops the admissions process, available programs, and post-graduation outcomes

Brand Ambassador

March 2016 – April 2017

TrendCo., Los Angeles, CA

- Text
- Text
- Text

COMMUNITY INVOLVEMENT

Role

Month XXXX – Month XXXX

Organization, City, ST

- Text
- Text
- Text

Role

Month XXXX – Month XXXX

Organization, City, ST

- Text
- Text
- Text

SKILLS

Communication: Text, Text, Text

Software: Text, Text, Text