

John Adams

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SUMMARY

Driven business administration student with a proven record to effectively communicate, handle multiple tasks simultaneously, and provide solutions in a timely manner. Fluent in Spanish, well-versed in social media, and proficient in Canva, Photoshop, and Microsoft Office programs. Experienced in brand management, digital marketing, and design implementation and execution.

EDUCATION

University of Central Arkansas, Conway, AR
Bachelor of Business Administration
Major: Marketing | GPA: 3.5

Anticipated: May 2023

SKILLS

- Fluent in Spanish
- Well-versed in social media
- Proficient in Canva, Photoshop, and Microsoft Office programs

WORK EXPERIENCE

University of Central Arkansas, Conway, AR
Campus Recreation Social Media Intern

May 2020-present

- Plan and execute all social media for Campus Recreation
- Design, build, and maintain all social media presence
- Create and design flyers and logos (Canva and Photoshop)
- Photography and videography (Lightroom and iMovie)
- Brainstorm new ideas and create digital marketing strategies
- Participate in events to promote different activities that Campus Recreation offers

University of Central Arkansas, Conway, AR
Diversity & Community Student Worker

August 2019- May 2020

- Communicated effectively with students on the telephone and in person
- Handled multiple tasks simultaneously in an efficient and timely manner
- Listened to students' problems and answered their questions
- Solicited, encouraged, and secured support from students and staff for various programs
- Performed clerical duties as assigned, scheduled appointments, gave information to callers, and organized files

ACTIVITIES/ACHIEVEMENTS

- Beta Upsilon Chi (Fall 2019-Present)
- Volunteer for Minority Mentorship Programs (Fall 2019-Present)
- Dean's List (Spring 2020, Fall 2021, and Spring 2021)