

John B. Ennie

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EDUCATION:

Bachelor of Arts: Communication

Expected Graduation: May 20XX

Saint John's University, Collegeville, MN

Minor: Psychology | GPA: 3.48/4.00

Highlighted Coursework: Strategic Communication Campaigns, Intercultural Communication, Rhetoric of Advertising, Social Media Marketing and Analysis, Video Design and Media Writing

RELEVANT EXPERIENCE:

Marketing Intern

January 20XX-Present

Office of Marketing and Communications, Saint John's University, Collegeville, MN

- Design visually appealing promotional pieces for prospective students using Adobe Suite.
- Create weekly content for social media platforms to promote and highlight campus activities.
- Facilitate monthly focus groups of 15 students, analyzing platform engagement and trends.

Co-Chair

August 20XX-Present

Joint Events Council, College of Saint Benedict, St. Joseph, MN

- Collaborate as a team to provide cultural, educational, and social events for 3,000 students.
- Facilitate and co-lead bi-weekly council meetings of 100 members, including goal setting, budget management, and campus event planning.
- Advocate for students' voices, representing council at campus administration meetings.

Sales Associate

Summers 20XX-Present

Scheel's, St. Cloud, MN

- Awarded Employee of the Month for reliability, initiative, and enthusiasm on the sales floor.
- Provide exceptional customer service and ensure a friendly and welcoming environment.
- Emphasize or recommend products based on knowledge of customers' needs.
- Communicate effectively with customers and team to meet sales goals.

Persuasive Campaign Capstone

January 20XX-May 20XX

Strategic Communication Campaigns, Saint John's University, Collegeville, MN

- Co-planned and designed team research project for Health Promotions, setting goals and deadlines and co-creating evaluative measures.
- Designed, conducted, and analyzed research focus group of 30 students to identify awareness, knowledge, attitudes, and behaviors regarding alcohol consumption.
- Produced informative and persuasive messages within a strategic communication campaign.

Public Relations Consultant

January 20XX-May 20XX

Marketing Club, Saint John's University, Collegeville, MN

- Elected as Public Relations Consultant by peers after only 1 year of club involvement.
- Generated, planned, and promoted marketing ideas and priorities to club and leaders.
- Represent club and establish cooperative relationships with community members.

ADDITIONAL EXPERIENCE:

Big Brother Mentor, Big Brother & Big Sister Program, St. Joseph, MN

August 20XX-Present

Assistant Soccer Coach, South Junior High School, St. Cloud, MN

August 20XX-November 20XX

TECHNOLOGY SKILLS:

Microsoft Office (Outlook, Excel, Word, PowerPoint, Teams), Social Media (Facebook, Twitter, Instagram), Adobe Premiere, Google Analytics

CAMPUS AND COMMUNITY INVOLVEMENT:

Marketing Club, Communication Club, Studio One, Boys & Girls Club of America, The Record