

# John Reynolds

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## Education

Franciscan University of Steubenville - Steubenville, OH    **May 2020**

- Bachelor of Science- Marketing
- Bachelor of Science - Business Management

## Related Experiences

**Marketing Coordinator - Our Lady of Mount Carmel School (Cleveland, OH) Sept. 2020 – Present**

- Manage and oversee all marketing and manage new student enrollment
- Create and implement marketing plans to draw in new students
- Create/design all marketing materials (for both digital and out of home marketing)
- Manage/update school website
- Manage school Instagram and Facebook pages
- Take families on tours and inform them about all the features of our school
- Analyze and track data from current and new families to improve marketing efforts
- Manage alumni database
- Assist with planning school events

**Athletic Director - Our Lady of Mount Carmel School (Cleveland, OH) Feb. 2021 – Present**

- Manage the schools athletics program
- Coordinated the organization of teams and programs
- Collaborated with coaches, athletic directors, CYO program directors, and Near West Recreation directors

**Marketing Coordinator - Reynolds Unwrapped (Brewerton, NY) June. 2017 – Sept. 2020**

- Managed Reynolds Unwrapped Instagram and Facebook pages
- Designed and managed website
- Managed sales through website and email
- Managed marketing through social media and emails

**Applicator - Mosquito Authority (Cicero, NY) June. 2016 – Sept. 2019**

- Drove to customers house to treat for mosquitos and other pests
- Sold service and advertised in neighborhoods
- Informed customers and neighbors on the safety of the product used
- Aided in customer service activities

## **Skills**

- **Microsoft Office** (Word, PowerPoint, Excel: Proficient)
- **Graphic Design** (Adobe Photoshop, Illustrator, Procreate, Canva: Proficient)
- **Social Media** (Facebook, Instagram, Twitter: Proficient)
- **Digital Marketing** (Skill Level: Proficient)
- **Web Design** (Skill Level: Intermediate)
- **Google Docs, Slides, Sheets** (Skill Level: Proficient)
- **Video Editing** (iMovie: Proficient)

## **Indeed Assessments**

- **Marketing** - (Proficient) [View Full Score Report](#)
- **Analyzing Data** (Proficient) [View Full Score Report](#)
- **Customer Focus & Orientation** (Proficient) [View Full Score Report](#)
- **Written Communication** (Proficient) [View Full Score Report](#)
- **Social Media** (Proficient) [View full score report](#)

**References-** Available upon request