

Adam Jones

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Motivated and detail-oriented undergraduate student pursuing a Bachelor of Arts (Honours) in Professional Communication with a Double Minor in Marketing and Public Relations at Toronto Metropolitan University. Passionate about strategic storytelling, digital marketing, and brand communication, with hands-on experience in customer engagement, leadership, and content creation. Seeking a summer marketing internship to apply academic knowledge in a corporate setting and further develop marketing expertise.

Education

Toronto Metropolitan University

Bachelor of Arts (Honours) in Professional Communication | Double Minor: Marketing & Public Relations

September 2022 - April 2026

- **Cumulative GPA:** 3.67 (3.87 Last 4 Semesters)
 - **Relevant Coursework:**
 - Integrated Marketing Communications
 - Effective Persuasion
 - Marketing for Creatives
 - Strategic Storytelling
 - Risk & Crisis Communication
 - Professional Writing
 - Social Media Communication
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Work Experience

McDonald's Canada

Crew Trainer | October 2019 - Present (Leave of Absence for School)

- Trained and mentored over 50 new hires, tailoring training programs to improve efficiency and team cohesion.
- Assisted in-store operations, leadership development, and customer service excellence, earning recognition as Employee of the Month (March 2022) and receiving the McDonald's Student Scholarship (August 2023).
- Managed onboarding documentation, compliance tracking, and workflow optimization to enhance team productivity.

Skills

Marketing & Digital Strategy: Content Marketing, Brand Management, Social Media Marketing, Audience Engagement, SEO & Analytics

Technical Proficiency: Adobe Creative Suite (Photoshop, Premiere Pro, Audition), Microsoft Office, WordPress, CSS, HTML

Communication & Writing: Strategic Storytelling, Professional Presentations, Copywriting, Persuasive Communication

Leadership & Collaboration: Team Management, Training & Development, Project Coordination, Problem-Solving

Awards & Achievements

- **McDonald's Student Scholarship Recipient (August 2023)**
 - **McDonald's Employee of the Month (March 2022)**
 - **Dean's List (Fall 2023, Winter 2024, Fall 2024,)**
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Portfolio & References

A portfolio is available upon request showcasing marketing projects, branding campaigns, and content creation work.

References are available upon request.
