

JACK MCWILLIAMS

(530) 604-6770 • mcwilliamsjack96@gmail.com • West Hollywood, CA

Motivated and efficient individual seeking an opportunity to utilize and expand leadership, communication and relationship building skills. Motivated by competition and the ability to win a grow with a team.

EDUCATION

Loyola Marymount University
MBA, Marketing

Los Angeles, CA
2021 – Present

University of Oregon
B.A., Business Administration

Eugene, OR
2015- 2019

EMPLOYMENT SUMMARY

Marketing Coordinator & Graduate Assistant
LMU Women's Basketball

Los Angeles, CA
08/2021- Present

- Conceptualized and executed social media and marketing campaigns.
- Managed operations for multiple departments.
- Handled travel and logistics for team of 25.
- Facilitated all program related events.
- Oversee NIL opportunities for athletes

Social Media & Marketing Assistant
Trademark Beauty

West Hollywood, CA
10/2021- Present

- Created brand awareness through influencer partnership events
- Filmed, edited, and produced content under strict timelines and guidelines.
- Negotiated contracts and managed talent and creators.
- Increased social following by 15% within 6 months.
- Assisted supply chain management to Target to maintain stock levels

Assistant Coach
Simpson University

Redding, CA
12/2019-08/2021

- Managed budget for operational expenses
- Examine data to create and implement new strategies.
- Collaborated across multiple departments to ensure program success.

SKILLS & INTERESTS

Technical: Microsoft Office Suite, Canva, SQL, Planoly

Language: American Sign Language

Interests: Marketing, Social Media, Apparel, Music, Branding, Food and Beverage

Clubs: Warsaw Sports Marketing, University of Oregon Club Baseball VP