

JONATHAN VILLA

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Education

Rutgers University – School of Arts and Sciences

Major: Information Technology & Informatics
Minor: Digital Communication, Information and Media
Current GPA: 3.465/4.0

New Brunswick, NJ

Class of 2019

Work Experience

Pfizer

Collegeville, PA

Vaccines Business Technology Intern – Marketing

- Performed social listening of Pfizer's competitors and gave recommendations for a social media strategy. This recommendation was presented to the global vaccines president & senior leadership team. May 2017 - August 2017
- Designed the framework for an internal awards & recognition website, effectively saving Pfizer \$30,000 in creative agency costs.
- Taught over 50 field force colleagues across the nation how to use a technical support hub built on Yammer, a business oriented social media site, intending to improve communication within the team & share successful practices.
- Organized multiple events in which I captured and edited new business headshots of interns and colleagues alike for use in LinkedIn

Superbands

Philadelphia, PA

Content Creation/Media Management

- Managed social media accounts to organically grow followings and created graphics to aid in advertising campaigns

2014 - July 2016

T.G.I. Friday's

Burlington, NJ

Host

July 2016 - September 2016

Campus Involvement

Casual Harmony

Rutgers University

Branding Executive / Social Chair (March 2016-April 2017), Business Manager (Since April 2017)

2015 - Present

- Spearheaded the creation of the current Casual Harmony Logo, and coordinated the first recording session for Rutgers's premier all-male a cappella group after a 5 year hiatus. During my time as brand executive, I handled social media presence and public look through consistent posting, creating flyers for events, editing pictures and videos, purchasing merchandise, and molding the group into a recognizable entity.
- As Business Manager, my duties include hiring professionals to run audio and lighting for concerts, organizing fundraising activities, creating itineraries for trips sanctioned by the school, finding opportunities for future performances, and making most major group decisions.

Skills

- **Video Editing:** Filmed and edited self shot videos in Final Cut X, Sony Vegas, Adobe Premiere, Adobe After effects
- **Photo Editing:** Proficient in Photoshop (Elements 8-10, CC) and Lightroom (CC), and created logos, posters, and album art for collegiate a cappella groups as well as for businesses. Proficient in Adobe Illustrator and Adobe InDesign
- **Public Speaking:** Emcees for Collegiate a cappella concerts
- **Theatre:** Acted in multiple plays and musicals at Burlington Township High School, and held principal roles in Tommy, Our Town, and Carousel
- **Music:** Participated in multiple award winning choirs (vocal jazz, contemporary choir, collegiate a cappella), received vocal training from 2012-2014, wrote and recorded multiple songs, proficient in playing piano & bass, understands music theory, worked in audio editing software such as Logic X, Cubase, and ProTools, and proficient in the DJ program Traktor
- **Photography:** Knowledge with DSLRs and mirrorless, as well as utilizing ISO, shutter speed, and aperture to aid in composition
- **Other Skills:** Microsoft Office, Outlook, Yammer, Gmail, Facebook Pages, Instagram/Facebook Analytics, Google Drive, Google Hangouts, VLC, Lynda, Skype, Adobe Muse, Sublime Text, Eclipse, Bootcamp, Tableau