

John Maclellan

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I am always searching for new avenues to gain new or improve on existing skillsets. Whether it is in academics or a work environment, I always seek to take full advantage of opportunities to grow. I can utilize my technological proficiency, writing and communication skills to contribute to the success of a growing company. I am also excellent at thinking critically about issues and applying an adaptive solution in a timely manner.

Experience

Writing Intern

January 2020 – Present

Scenic Trend

Chattanooga, TN

- Write articles and blogs based off interviews conducted with artists, musicians, and photographers that are displayed on the website/social media.
- Working in collaboration with social media interns to conduct outreach and marketing for Scenic Trend and local artists on social platforms like Twitter, Instagram, Facebook, and Tiktok.
- Contributed to the creation of a podcast for discussion of local events such as art shows, gallery openings and local political campaigns.

Social Media Coordinator

January 2018- December 2018

Cornerstone Enrollment Services

Nashville, TN

- Increased the company's social media presence and utilized it to increase clientele and marketing.
- In charge of marketing to potential clients through social media with a focus on life and term insurance as well as changes or opportunities for improved coverage with ACA.
- Licensed Health Insurance salesman.

Sales Associate

May 2021-Present

Huck & Peck

Chattanooga, TN

- Assist, consult, and provide timely information to customers with the store and over the phone.
- In charge of keeping our point-of-sale system accurate and up to date with the vast inventory available in the store.
- *Manage incoming inventory, outgoing sales, and the delivery schedule.*
- *Overhauled the online store and available online inventory through Shopify.*

Education

Bachelor of Arts in Literature

May 2021

University of Tennessee at Chattanooga

- Dean's List, 2019-2021

Skills

- Proficient in Microsoft Office
- Proficient with Hootsuite, Shopify, and Social Media Marketing
- Professional and Academic Writing Skills