

5536 Pine Loch Lane
Buffalo, NY 14221

JACK BOSWELL

(716) 239-7408
jacknboswell@gmail.com

EDUCATION

University at Buffalo, The State University of New York

Aug 2019 - May 2023

BS of Business Administration, Concentration in Marketing

Buffalo, NY

- UB Equity Research Group Member.
- UB Deca Member.

EXPERIENCE

Total Sports Enterprises

Sep 2022 - Present

Social Media Marketing and Operations Intern

Buffalo, NY

- Devise and execute social media marketing campaigns, leading to a rise in YTD sales of 35%.
- Create and plan events to showcase new products and collection to boost sales.
- Developed brand awareness and composed online content, exceeded follower count among all platforms by nearly 20%.

Buffalo Bar & Sports League

Aug 2021 - Present

Chief Marketing Officer & President of Operations

Buffalo, NY

- Marketing outreach and strategy yielding an 80% customer retention rate year-over-year.
- Focus on oversight and efficiency of operations to organize innovative expansion to our offerings.
- Create and curate engaging and shareable content while monitoring social media metrics to evaluate the effectiveness of social media campaigns and strategies.

CraftMix

Sep 2022 - Nov 2022

Social Media Manager

Buffalo, NY

- Executed strategic marketing campaigns to increase product sales and company exposure.
- Monitored and analyzed customer engagement, utilizing data to implement social media strategy and drive business objectives.
- Utilized social media platforms to create and share user-generated content, such as customer photos and videos that showcase products in use.

Affinity Group, Food Sales & Marketing Agency

Apr 2022 - Aug 2022

Marketing Analytics, Sales, Finance & Merchandising Intern

Buffalo, NY

- Aided in representation of manufactures and their products through merchandising.
- Worked with in-store representatives to ensure products are accessible, organized and in stock.
- Collaborated in planning and executing various food shows and helped sales and finance department to ensure data management.
- Utilized analytical tools for effective food marketing and Microsoft suite for maintaining efficiency for logging and processing commission files.

VOLUNTEERING

Heritage Christian Services

Mar 2021 - Present

Community Rehabilitation

Buffalo, NY

- Selected as a mentor to actively listen and understand community members goals and challenges.
- Building positive and supportive relationship with the mentee by providing guidance in areas they seek development in.

SKILLS

- **Tools:** (*proficient*): Canva, Adobe Photoshop, Shopify, Microsoft Suite (Word, Excel, PowerPoint, Access).
(*familiar*): Google AdWord, Salesforce Marketing Cloud, and Adobe Premier Pro.
- **Other:** Social Media Marketing(Facebook, Instagram, Twitter), Sales, Advertising, E-Commerce, Mentoring.