

Contact

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(LinkedIn)

Top Skills

Search Engine Optimization (SEO)  
On-Page Optimization  
Information Technology

Certifications

Career Essentials in Data Analysis  
by Microsoft and LinkedIn  
Career Essentials in Generative AI  
by Microsoft and LinkedIn  
Media Quality Foundations

Honors-Awards

Contemplative in Action Student  
Leadership Award  
Beta Epsilon Chapter Member

J.K. Rees

MS Student & Research Assistant @ Syracuse University | Data  
Strategy, Data Privacy | Advanced Media Management  
Evanston, Illinois, United States

Summary

J.K. Rees is committed to researching and implementing digital transformation solutions that create positive media impacts for all markets. This includes unlocking the value of data activation & governance, AI workflow strategy and media technology research.

Master of Science student in Advanced Media Management  
at Syracuse University S.I. Newhouse School of Public  
Communications.

Former Associate Connections Manager at VML working on the  
Ford Motor account. Specialized in organic search, search engine  
optimization (SEO) and search intelligence for client deliverables.

Experience

Get Real  
Product Management Intern  
May 2025 - Present (2 months)  
Chicago, Illinois, United States

Syracuse University  
11 months  
Data Privacy Research Assistant  
September 2024 - Present (10 months)

- Conducted comprehensive reviews of over 40 scholarly articles on data privacy and US consumer welfare, enhancing academic understanding
- Fact-checked a 120-page monograph to ensure accuracy in consumer and business analysis, supporting IRB academic standards.
- Developed qualitative data analysis reports using NVivo, analyzing up to 100 keywords to visualize semantic patterns, contributing to primary research insights.

Teaching Assistant

August 2024 - May 2025 (10 months)

ADV 307 - Media Planning. Overseeing 60 juniors/seniors throughout the fall semester

COM 107 - Communications and Society. Overseeing 52 first-years throughout spring semester

## The Palmer Group

Research Fellow

November 2024 - January 2025 (3 months)

Selected as a 2025 CES Fellow under Shelly Palmer, CEO of Palmer Group, to meet business clients in Las Vegas. Researched CES companies along the AI, Content and Entertainment, Digital Health and 5G verticals.

## VML

Associate Connections Manager

June 2023 - May 2024 (1 year)

333, N. Green St, Chicago IL 60607

SEO Client: Ford Motor Company

## Marquette Advertising Club

Account Director

August 2022 - May 2023 (10 months)

## Marquette University

1 year 10 months

Social Media Chair - Special Olympics Club

August 2021 - May 2023 (1 year 10 months)

Milwaukee, Wisconsin, United States

## Leadership Program Intern

August 2021 - May 2022 (10 months)

## z2

Junior Copywriter Intern

July 2022 - February 2023 (8 months)

Pewaukee, Wisconsin, United States

## Carl Collective

Student Agency Associate

April 2022 - July 2022 (4 months)

Milwaukee, Wisconsin, United States

Marquette Wire  
News Reporter  
January 2020 - May 2020 (5 months)  
Marquette University

- Wrote 13 articles in APA about administrative, social, political and breaking news on campus.

City of Evanston  
Special Olympics Coach  
April 2017 - May 2020 (3 years 2 months)  
Evanston, Illinois, United States

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## Education

S.I. Newhouse School of Public Communications at Syracuse  
University  
Master's degree · (July 2024 - August 2025)

Marquette University  
Bachelor's degree, Advertising, Economics · (2019 - 2023)

Evanston Township High School (ETHS)  
· (2015 - 2019)