

JONATHAN SHAMWANA

San Francisco, CA · shamwana@uni.minerva.edu · [linkedin/shamwana](https://www.linkedin.com/in/shamwana)

EDUCATION

Minerva University

San Francisco, CA

BSc, Computer Science & Literature

Class of 2026

- Awarded 'The #1 Most Innovative University in the World' (WURI, 2022)
 - Founder of the Speakers Society: a public speaking society with 40+ members. Lead a team of event organizers, manage university funding, prepare meeting agendas, and delegate logistical tasks.
 - Product/Project/Program Management [Portfolio](#)
 - Led a team of student consultants to organize recurring networking events for SF Art & Film. Leveraged [Miro boards](#), meetings agendas, and Drive folders to create timelines and keep organized.
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WORK EXPERIENCE

Minerva University

San Francisco, CA, US

Event & Experience Design Intern

May 2023 – Present

- Manage the Student Life Team's inventory and storage facility using Excel spreadsheets.
- Work with students to design more purposeful university events
- Leverage educational research to design meaningful self-directed and staff-led experiences

Freelance

Remote

Email Copywriter

Mar 2022 – Aug 2022

- Leveraged cold email outreach and freelance websites to close 5+ e-commerce clients.
- Audited their Klaviyo (email funnels) accounts and created a new welcome funnel. A welcome funnel is the sequence of emails that a customer receives after signing up for a newsletter.
- With CatGenie, the new welcome funnel generated an additional £ 6000 of revenue in month one.

Arno Media

Remote

Social Media Marketer

Apr. 2021 – Aug. 2021

- Worked cross-functionally with the graphic design team, clients, and independent contractors.
- Split-tested Facebook and Google ad campaigns, producing most of the ad copy myself.
- These campaigns increased the ROAS of DogRobes, Squintea, and Ruffwear. The most successful one maintained a ROAS of 14x.

LEADERSHIP & HOBBIES

- Generated 10,000+ unique visitors on my blog: jonathanshamwana.com & [medium profile](#).
- Organize social justice events such as ["My LGBT+ History"](#) and "My Black History."
- Host of the [Humans of Minerva](#) podcast.
- Marathoner. Completed my first marathon in a time of 3:23:02.

TECHNICAL SKILLS

- Technical writing. Took an [immersive course](#) that gave me frameworks for effective documentation.
- Web development with Flask (Python), HTML & CSS. [100 Days of Code](#) certification.
- Data Analysis w/ Pandas, NumPy & Matplotlib.
- Facebook, Google, and TikTok Ads: create ad copy and creatives, and split testing.