

DYLAN JONES

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EDUCATION

EAST CAROLINA UNIVERSITY, College of Business

Greenville, NC

Bachelor of Science in Business Administration, Marketing

December 2021

Relevant Coursework: Social Media Marketing, Strategic Management, Face to Face Marketing, B2B Marketing

- Spoke with numerous local business owners by revising their strategic marketing plan and revamping their strategy when it came to customers
- This revamp was a semester long process which involved tirelessly working on improving the overall quality of the business
- Implemented the revised plans into the struggling businesses over the course of a month while seeing an overwhelming success rate.
- Discovered and mastered the art of marketing successfully on multiple social media apps such as TikTok and Instagram in conjunction with websites
- Lead my teams in university to success through managing roles and completing deadlines on time

Skills: Certified in all Adobe program (Photoshop, Illustrator, InDesign); Truist Emerging Leaders Certification (May 2021); Certified in Microsoft Excel and Word/PowerPoint, proficient with crypto and NFT markets/Web3.

WORK EXPERIENCE

UP-NORTH PIZZA

Goldsboro, NC

Waiter/Bar Tender

May 2021 – Sept 2021

- Managed an average of 83 tables of 1 to 10 customers per table
- Provided guests with the highest level of customer experience by articulating daily specials, providing recommendations as needed
- Utilized my communication skills to effectively communicate with customers for an enjoyable experience concerning both parties
- Collaborated back-of-house kitchen staff to deliver customer orders on-time; worked closely with staff to ensure tables were turned over quickly during high volume periods

Delta-Sigma-Phi

Greenville, NC

Events & Activities Chair

August 2018 – Sept 2020

- Collaborated with numerous other Greek organizations throughout the year to co-host events within the University community
- Was involved in numerous other chairs as a member on the committee to further assist my other brothers in the fraternity
- Spearheaded events when it came to philanthropy through American Red-Cross
- Demonstrated leadership within my chapter while acting as a liaison to other organizations
- Planned and lead events around new member recruitment to communicate the value and benefits of joining the chapter, leading to increased conversions of prospective joiners to official members
- Lead my organization in main events such as homecoming and socials with other Greek organizations