

Jonathan Villa

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Education

Rutgers University

September 2015 - May 2019 | New Brunswick, NJ

BA in Information Technology & Informatics
Minor in Digital Communication, Information & Media
Honors: *Cum Laude* (GPA : 3.58/4.0)

Experience

Marketing Intern | Wibbitz

January 2019 - July 2019 | New York, NY

Supported efforts for the startup's visual rebrand through the creation of moodboards, researching & speaking with agencies, and enlisting freelancers

Drafted and published press releases, blogs, and general copy regarding product launches, new partnerships, emails, company value systems, and thought leadership

Spearheaded the creation of a consistent growth strategy of social media followers which earned over 1500+ followers per quarter on Twitter alone

Created social content, adhering to data gathered from social listening of target customers

Managed a launch party cocktail event through the creation of creative assets, ordering promotional gifts and decor, as well as planning the event's itinerary

Used customer data to impact churn positively through email nurture streams

Marketing Communications Intern | WSP

June 2018 - August 2018 | New York, NY

Helped launch a digital deliverable based within MapMe to showcase over 200 of the company's projects by writing copy, organizing all data for future usage, clearing rights for project images, and translating information to abide by HTML formatting

Business Technology IT/Marketing Intern | Pfizer

May 2017 - Aug 2017 | Collegeville, PA

Performed and presented a social listening of Pfizer's competitors, presented reports of successes & failures based on analytics, and provided recommendations of social strategies.

Delivered UX/UI concept for an internal awards site meant to highlight projects based on user submission, effectively saving \$30,000 in creative agency costs.

Illustrated various graphics to be used as assets on internal websites, visual presentations, or to advertise internal events at Pfizer's campus.

Photo- & Videographer/Graphic & Web Designer | Self

2017 - Current | Burlington, NJ

Shot pictures for various businesses' social media accounts, including Halal Guys, acted as a videographer for events such as weddings, created graphics for podcasts, musical albums, and apparel, and designed responsive web sites for various clients.

Skills

Public Speaking
Photography / Videography
Music Composition
Scripting / Storytelling
Photo Manipulation
Graphic Design
UX/UI/Responsive Design
Social Listening
SEM / SEO
Project Management
Event Management
Talent Recruitment
Public Relations
A/B Testing
Email/Content Marketing
Improvisational Comedy

Toolbox

Java
Python
HTML
CSS
Wordpress
Bootstrap
Github
Sketch
InVision

Adobe Creative Suite
Final Cut X
Logic X
ProTools

Tableau
WordPress
Google Suite
HootSuite
Marketo
SEMRush

Accolades / Involvement

President of Casual Harmony | Rutgers University

April 2017 - Present | New Brunswick, NJ

Handled social media presence and public appearance through flyer creation, event management, conceptualizing the group's uniform & logo, editing pictures and videos for social, networking, and molding the group into a positive and welcoming entity.

Increased impressions, likes, reach, engagement, and shares over 10000% through the creation of various marketing initiatives

Del Close Marathon Volunteer | Upright Citizens Brigade Theater

June-July 2018 | New York, NY

