

Joseph A. Smith

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EDUCATION

Bachelor of Science in Business Management

Expected May 2025

Chicago Suburban University

Evanston, IL

GPA: 3.80

Dean's List: Fall 2022, Spring 2023, Fall 2024

Relevant Coursework: Understanding Organizations, Statistical Economic Analysis, Advanced Marketing

Study Abroad Semester

Summer 2022

Albizu University

San Juan, Puerto Rico

Completed two international business courses with a focus on Spanish language and cultural competency

EXPERIENCE

Marketing Intern

May 2023 – August 2023

Old Gold Enterprises

Dallas, TX

- Created content for Instagram and Facebook, including engaging with online communities to enhance brand visibility and engagement, resulting in 100 new followers across both platforms
- Developed and distributed monthly email marketing campaigns, resulting in a 56% increase in subscribers
- Conducted customer surveys, analyzed consumer trends, and gathered competitor data for market research
- Collaborated with internal and external teams to present purchase recommendations to Board of Directors

Campus Ambassador

March 2022 – Present

Chicago Suburban University Office of Admissions

Evanston, IL

- Facilitate weekly campus-wide tours to prospective students, faculty, alumni, and high-profile visitors
- Present Info Sessions weekly for prospective students and families regarding the holistic student experience
- Manage front-office operations including answering the phone, directing questions, and scheduling visits

LEADERSHIP

Treasurer

September 2023 – Present

Sigma Chi Fraternity

Chicago Suburban University

- Manage a budget of \$30,000 including collecting dues, overseeing all purchases, and paying vendors
- Record all chapter financial operations utilizing Microsoft Excel and report to applicable stakeholders
- Facilitate two financial wellness workshops for over 20 members on topics such as Personal Budgeting

Volunteer Engagement Committee Member

February 2022 – December 2023

Northern Chicago Boys & Girls Club

Evanston, IL

- Represented student interests and offered insights to increase participation among collegiate population
- Assisted in multiple volunteer recruitment fairs, resulting in over 400 new volunteers registered

CERTIFICATIONS

Digital Marketing & E-Commerce

July 2022

Google Career Certificates, Accredited by the American Council on Education

Course Highlights: Email Marketing, Marketing Analytics, Developing Customer Satisfaction

Servant Leadership

August 2023

Sigma Chi Leadership Institute, Accredited Learning Service Provider by Middle States Association

Commissions on Elementary and Secondary Schools

Course Highlights: Leadership Theory, Social Styles Assessment, Building Effective Teams, Giving Feedback

SKILLS

Languages: Spanish (*Fluent*), Japanese (*Basic Conversational*)

Technical: Excel (*Intermediate*), Canva (*Advanced*), Google Suite (*Advanced*), Squarespace (*Intermediate*)