

Jack Paris Dawes

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SUMMARY

A proven leader seeking a professional entry-level marketing position. Used practical communication skills while collaborating with a group of interns and took the lead to create a consumer survey at HBO Max. Gathered, analyzed, and converted survey data into insights and presented to the VP of Growth Design. Increased new member retention in Alpha Kappa Psi fraternity chapter by 60%.

EDUCATION

CHAPMAN UNIVERSITY | ORANGE, CA

Bachelor of Science in Business Administration | Political Science Minor December 2022
3.86 GPA | Magna Cum Laude | 6x Provost List | Chapman University Academic \$100,000 Provost Scholarship
Courses: Business Strategy and Policy, Management of Organizations, Financial Management, Marketing Strategy

PROFESSIONAL EXPERIENCE AND INTERSHIPS

WARNERBROS DISCOVERY | HBO MAX | LOS ANGELES, CA

Growth Marketing Design Program Strategy and Campaigns Intern June 2022 – August 2022

- Managed a team of interns to create a 30-second video ad targeting Gen Z to drive signups
- Created consumer survey, gathered, analyzed, and converted data into insights and presented to the VP
- Responsible for Digital Partner Strategy team placement guides
- Managed tasks such as quality-checking creatives, kicking off tickets, and communicating with agencies

MINTRO | ORANGE, CA

Digital Marketing Intern August 2021 – June 2022

- Collaborated with CEO and CTO on product development, structure, target market, and positioning
- Connected CEO to resources at Chapman University to encourage customer acquisition and brand building
- Managed Social media account including posting schedule, post templates, and posting content
- Started and grew company Instagram account to 100 followers with 25-50% engagement rate in 5 weeks

DAUGHERTY MANAGEMENT | SANDPOINT, ID

Maintenance and Client Service Associate June 2021 – August 2021

- Maintained impeccable standards of care for 90+ luxury vacation rental properties worth over \$250 million
- Provided client service care such as shopping and watercraft rental transfers for high-end clients
- Recognized as a leader and excellent employee by DM president and my direct manager

LEADERSHIP EXPERIENCE AND VOLUNTEER WORK

CHAPMAN UNIVERSITY ALPHA KAPPA PSI BUSINESS FRATERNITY | RHO CHI CHAPTER

President, Vice President of Fraternal Affairs November 2019 – December 2022

- Lead and ran Chapter meetings and leadership team meetings
- Communicated with National and College leadership to ensure proper processes and event planning
- Managed 80-100 actives, oversee 200-400 rushees, and help to train 20-45 pledges each semester

CHAPMAN UNIVERSITY MORTAR BOARD HONOR SOCIETY | ELIE WIESEL CHAPTER

Treasurer March 2021 – December 2022

- Collaborated with leadership team to plan events and improve the quality of the chapter experience
- Responsible for chapter budget and was a liaison between Mortar Board and the University

UCLA BRUIN GUARDIAN SCHOLARS PROGRAM

Student Lead October 2020

- Taught a class on email etiquette to a group of foster youth in the LA area
- Facilitated curriculum, answered follow-up questions about general business and professional skills

SKILLS AND CERTIFICATIONS

Computer: Microsoft Office - Word, Excel, PowerPoint; Social Media - Instagram, Snapchat, Tik Tok, Twitter, Reddit
Certifications: Google Ads Search