

Justin C. Russell

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Education

Saint Joseph's University, Philadelphia PA

- Bachelor of Arts in Communications Studies and English
- Advertising and Promotions Minor
- 3.16 GPA

May 2017

Achievements

- Saint Joseph's Merit Scholarship
- Jesuit Prep Scholarship
- Frank Olley Memorial Performing Arts Scholarship
- Dean's List Honors, College of Arts and Sciences

May 2013

May 2013

September 2014

December 2014

Work Experience

Marketing Coordinator: AMDG Exterior Contracting, Springfield, PA

October 2015-Present

- Negotiate contracts between company and potential advertisers.
- Utilize Google Analytics/Adwords to increase company website traffic.
- Planned and organized two public relations campaigns: "\$25,000 Home Makeover" and "No Roof Left Behind."
- Grew Facebook pages Likes by 100% in first three months, 270% to date.
- Organize company trade show and community events involvement.

Event Marketing Intern: Sprinklr, New York, NY

June 2016-August 2016

- Established specialized company event infrastructure for 3rd Party events and executive dinners.
- Renewed internal company marketing web pages in order to streamline communication between departments.
- Prepared company events in conjunction with clients such as Weight Watchers and McDonalds.

Group Events Intern: Comcast Spectacor, Philadelphia, PA

January 2016-May 2016

- Assisted in management of all larger Spectacor Ticket accounts such as Girl Scout Troops, Little League Hockey teams etc.
- Hosted tours of the Wells Fargo Center arena for large tour groups and visiting tourists.
- Engaged in guerilla marketing campaigns by dressing up as Cookie Monster and attending events to generate awareness of Sesame Street Live.

Market Research Intern: MSI International East, King of Prussia, PA

June-August 2015

- Ensured quality of data for client studies. Clients include Citi Bank, Toyota, and Comcast.
- Organized meetings with potential company contributors.
- Posted data collected from studies into virtual company archives.

Activities

Brother/PR Committee: Phi Sigma Pi, National Honor Fraternity

November 2015-Present

- Participates in a nationwide academic honors society focused on the ideals of Leadership, Fellowship and Scholarship.
- Publicizes information regarding fraternity events, membership information and philanthropy.

Founder/Writing Director/Writer: 1851music.com (Music Blog)

February 2015-Present

- Oversee and approves publication of all content produced by 8 writers.
- Write original interviews/stories on campus music.

Actor/Tech Crew: SJU Theatre Company

September 2013-Present

- Performed-7 Minutes in Heaven, Death of a Salesman, Assassins.
- Operated light board and assisted with behind the scenes work-West Side Story.

Performer: SJU Improv Team

Spring 2014-Present

- Work alongside fifteen students to perform on campus throughout the year.
- Teach open workshops to assist students improve on their skills.

Skills

- CSS, HTML, Adobe Suite, Salesforce, Wordpress, Cvent, Google Adwords/Analytics, Mailchimp