

JOHN KATZMAREK

Jkatzmarek14@gmail.com | (952) 449-1590 | 3040A N 13th Street, Lincoln, NE, 68521

EDUCATION

University of Nebraska-Lincoln, Lincoln, NE
Bachelor of Journalism
Advertising & Public Relations, Business Minor
Graduated: May 2020

SKILLS

Adobe Creative Suite, Wordpress, Divi, Hootsuite,
Facebook Ads Manager, Google Ad Words, Microsoft
Office, HTML, GSuite, Woocommerce

WORK EXPERIENCE

5/20 - Present **Online Strategist and Account Planner**
Ebbeka Design Co., Lincoln, NE

- Analyze, develop, and implement SEO and marketing strategies.
- Write copy for blogs, newsletters, and social media for clients in a variety of industries.
- Develop wireframes and create websites for various clients.
- Craft websites using storybranding and purchase funnel techniques.
- Optimize websites to decrease load times by up to 30%.

4/19 - Present **Marketing Intern**
Lincoln Parks and Recreation, Lincoln, NE

- Develop social media campaigns using Hootsuite.
- Draft articles and press releases for news publications.
- Design posters, flyers, and graphics using Adobe programs.
- Update webpages in Wordpress.
- Consolidate information to update directories in Excel.
- Photograph events and edit photos for social media.

8/19 - 5/20 **Director of Brand Strategy**
Jacht Agency, Lincoln, NE

- Managed and motivate a team of brand strategists for a diverse group of clients.
- Researched client backgrounds and potential target audiences to inform insights.
- Worked directly with clients to create a clear and concise strategy.
- Drove growth of agency through strategic planning and implementation.
- Developed strategy and creative direction for a crowd-funded campaign that raised over \$100k.

VOLUNTEER EXPERIENCE

8/17 - 5/20 **Vice President of Communications**
St. Thomas Aquinas Newman Center, Lincoln, NE

- Managed Facebook and Instagram pages.
- Designed and send out weekly HTML e-newsletter reaching over 2,000 students.
- Collaborated with other executive board members to plan events, organize volunteers.
- Solved complex problems with creative solutions to encourage more student engagement.

CLIFTON STRENGTHS

Positivity, Developer, Empathy, Adaptability, Strategic