

JOHN KATZMAREK

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EDUCATION

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

RELEVANT COURSEWORK

ADPR 434 – Digital Insights & Analytics
ADPR 360 – Media Planning & Strategy
ADPR 323 – Copy & Concept
JOMC 487 – Mass Media, Ethics, & Society

WORK EXPERIENCE

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

- Oversee and motivate a team of brand strategists for a diverse group of clients.
- Research client backgrounds and potential target audiences to inform insights.
- Direct a clear and concise strategy.
- Drive growth of agency through strategic planning and implementation.

4/19 - 5/20 **Marketing Intern**
Lincoln Parks and Recreation, Lincoln, NE

- Develop social media campaigns using Hootsuite.
- Draft articles for news publications.
- Design posters, flyers, and graphics with Adobe programs.
- Update webpages in Wordpress.
- Consolidate information to update directories.

3/19 - 5/19 **Web Development Intern**
Ebbeka Design Co., Lincoln, NE

- Managed Wordpress plugins and updated as necessary.
- Identified issues in Wordpress sites.
- Cooperated with coworkers to solve problems.

5/18 - 8/18 **Marketing Intern**
Jeff Belzer's Chevrolet, Lakeville, MN

- Created social media ads to better reach audience.
- Increased web traffic by 19% with various digital ads.
- Acted as an ambassador for the brand at events.
- Improved layout of website to enhance user experience.

VOLUNTEER EXPERIENCE

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

- Manage Facebook and Instagram pages.
- Design and send out weekly e-newsletter reaching over 2,000 students.
- Collaborate with other executive board members to plan events, organize volunteers.

SKILLS

Adobe Creative Suite, Hootsuite, WordPress,
Facebook Ads Manager, Microsoft Office

CLIFTON STRENGTHS

Positivity, Developer, Empathy, Adaptability, Strategic