

# Jack Wilson

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## EDUCATION

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### THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

**GPA: 3.99**

*Advertising/Public Relations (B.A.) / Global Studies (B.A.)*

*Expected Graduation: 2025*

- Honors Carolina Student, Dean's List (2021-2023)

### RELEVANT COURSEWORK

#### *Public Relations Writing*

- Created professional media kit including news release, feature profile, fact sheet, media list, and communication audit for a nonprofit client.
- 30+ volunteer hours through APPLIES service-learning program.

#### *Digital Storytelling*

- Shared student stories through integrated video, infographic, and website design.

## PROFESSIONAL EXPERIENCE

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### THE MEANTIME COFFEE CO.

Chapel Hill, NC

#### Customer Relations Manager

*March 2023 - Present*

- Increased reach and engagement by 30% within three months of managing Instagram and TikTok.
- Designed graphics, captions, and publicity statements in a team with young marketing professionals.
- Refined brand image through creative marketing initiatives targeting student customers, such as giveaways.

#### Barista

*August 2022 - Present*

- Balanced amiable customer service with efficient, safe drink preparation to ensure customer satisfaction.
- Embraced communication and teamwork to maximize efficiency at UNC's only nonprofit student-run café.

### THE UNC TARPEGGIOS A CAPPELLA

Chapel Hill, NC

#### Publicity/Digital Marketing Manager

*May 2023 - Present*

- Organized publicity campaigns for EP releases, boosting Spotify streams by 89%.
- Increased Instagram engagement by 20% in three months through appealing posts, stories and highlights.
- Explored creative features of Adobe Photoshop, After Effects, and Canva.

#### Treasurer

*May 2022 - May 2023*

- Raised >\$5,000 through fundraisers, contracted events, and strategic outreach.
- Proactively managed group funds, responding to deadlines and leading financial decisions efficiently.

## ACTIVITIES

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### ENGIN Volunteer

*May 2023 - Present*

- Aided Ukrainian student in improving English skills through weekly interactive sessions.
- Built comprehensive lesson plans to advance exposure to complex vocabulary and cultural concepts.

### Thrive NC Grassroots Canvasser

*May 2022*

- Knocked on 500+ doors in two weeks, initiating empathetic community discussion.
- Educated voters about Nida Allam for Congress, motivating voter turnout in NC primary election.

### The UNC TarpegiOS Mixed Voice A Cappella Member

*January 2022 - Present*

- Weekly rehearsals, monthly gigs, 1st place ICCA Quarterfinals 2022, choreography and aesthetics teams.

## SKILLS

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- Intermediate Spanish
- Writing and Reporting using AP Style
- Microsoft Word and PowerPoint Certified
- Data Analysis, including basic HTML/CSS
- Adobe Premiere Pro and Photoshop
- Creative Design on Canva and WordPress