



jonerikm.com | linkedin.com/in/jonerikm | +1.949.307.3796 | jonerikmoyles@gmail.com

SKILLS & INTERESTS

Marketing Skills: Microsoft Office (Access, Excel, PowerPoint) | Salesforce | SEM Rush | MailChimp | Google Analytics | Notion | Project Management | Monday.com | Shopify | Adobe Creative Cloud | Tableau | Content Creation | A/B Testing |

Soft Skills: Critical Thinker | Adaptable | Teamwork | Motivated | Self-Starter | Lifelong Learner | Innovator |

Interests: Traveling, Hiking, Backpacking, Mobile Photography, Pickleball, Coffee Shops, and Participating in Active Sports

Relevant Coursework: Marketing Analytics, Business Intelligence/Analytics, Digital Marketing, Project Management

Certifications: Google Analytics Certified (SkillShop)

WORK EXPERIENCE

Stromer EV Bikes, San Diego, CA

Marketing Strategist Intern, January 2023 - May 2023

- Participated in a cross-functional collaboration with the creative team to develop and execute marketing strategies to discuss, propose, and create the content to be used in the marketing materials to maintain the company's upscale, high-quality, and premium brand identity within the EV bicycle market
- Launched and generated the graphics and copy for the email campaigns for Stromer Bike vendors and customers to capture and create awareness and interest, we increased MQLs gathered by 20% in 3 months
- Utilized *Shopify* and *Google Analytics* and other internal platforms to provide ample information to merchants, increased customer engagement on both Stromer's website and vendors pages

ACADEMIC PROJECTS

Digital Marketing: Marketing Automation Project, San Diego, CA

Product: Apple Watch Ultra 2, January 2023 - May 2023

- Generated a marketing campaign deck for the release of the new Apple Watch Ultra 2 broken down into 4 possible buyer personas with a variety of various needs that were evaluated to complete the customer journey
- Applied *Canva*, *Photoshop*, and *Mailchimp* knowledge and utilized SEMRush and Google Analytics for research gathering for creating content through multiple means of visual styles: display ads, social ads, and abandoned cart emails. The purpose of these ads differed between generating awareness, conversion, or retargeting a potential customer
- Ensured a consistent marketing message of the product values, slogans, and use of color across different personas

LEADERSHIP EXPERIENCE

American Marketing Association (AMA), San Diego, CA

Consulting Director: Restaurant Division, August 2023 - Present

- Interpreted various wants and goals directly from restaurant shareholders and educated my team of 8 marketing students, which are further broken down into the following sub-teams: Public Relations & Community Outreach, Analytics & Trend Research, Content Creation, Graphic Design, and Email & Text Marketing
- Moderated and directed restaurants food and drink product photography content shoot, to be distributed across various forms of newsletters, brochures, SMS messages, community outreach and influencer means
- Achieved an increase of 25% in customer engagement on social platforms content in the first two months

Vice President of Operations, December 2022 - August 2023

- Supervised the operations team of 7 executive members, which organizes weekly general body meetings, I implemented new timeline management systems that decreased the miscommunication and mismanagement within organization
- Communicated with the VP of Marketing and her team to ensure our organization was following correct brand guidelines that were outlined in a creative brief document while getting messages across effectively and accurately.
- Member retention increased by 30% compared to the previous semester's attendance, which was attributed to analyzing and reviewing members' attendance trends and end-of-semester survey. These better informed us of lacking aspects

EDUCATION

San Diego State University, San Diego, CA

BS in Business Administration, Marketing (IMC), Minor in Information Systems, Graduation: December 2023

- Organizations: American Marketing Assc, Associated Students Marketing & Communications Board Member
- Awards: Eagle Scout. Three Associate Degrees Earned: Business, Marketing, and Accounting