

# JonErik

## Personal Branding Project

MKTG 373: Integrated Marketing Communications



**JonErik  
Moyles**

Digital Marketing  
Professional

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# Personal Brand



A word cloud of personal brand traits. The words are arranged in a circular pattern, with the most prominent words in the center and smaller words towards the edges. The words are in various shades of blue and black. The traits include: caring, friendly, team, player, reliable, trustworthy, honest, leader, confident, outgoing, communicative, extroverted, positive, aware, approachable, funny, consistent, conscientiousness, well-organized, thoughtful, hard, open, welcoming, optimistic, zeal, active, persistent, organized, talker, late, kind, helpful, worker, respectable, driven, punctual, responsible, observant, eager, things, confident, considerate, long, compassionate, agreeable, transparent, new, trying, and new.

# What Motivates Me?



Learning



Creativity



Stimulation



Relationships

Personality Type: ESFJ

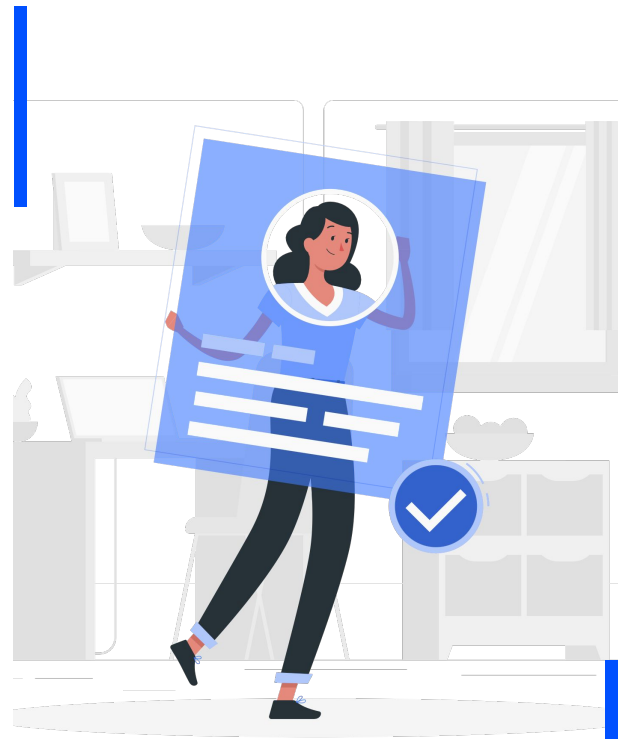


# 2.2% GDP Growth

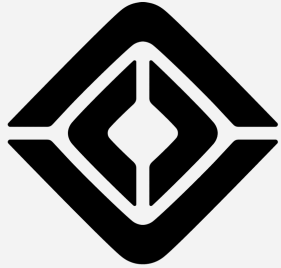
Nearly Classified Recession

# 10% Job Growth

Advertising, Marketing, and Promotion Managers  
are expected to have a 10% job growth



# Future Industries



RIVIAN

RED DOOR

INTERACTIVE

## Industry Traits

- Friendly Relationship between Employees
- Promote Individual Growth
- Creative Atmosphere
- Support Work/Personal Life Balance

# Informational Interviews



Anne Hamner  
Amazon



Beatriz Jiron  
LMA



Sriya Reddy  
Red Door  
Interactive



Corinne Cox  
Health +  
Commerce



Erin Nunes  
Classpass/Mindbody

# Campaign Components



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San Diego, California

**JONERIK MOYLES**

MARKETING STUDENT

two names, but one goal  
be eager

Business Card Analysis:

-Consistent use of the shade of blue

-Consistent professional picture used across platforms

-Clean black font



# Campaign Components

## JonErik Moyles

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### SKILLS & INTERESTS

**Marketing Skills:** Microsoft Office (Access, Excel, PowerPoint) | Salesforce | MailChimp | Google Analytics | Hootsuite | Notion | Project Management | Monday.com | ClickUp | Shopify | Canva | Video Editing

**Soft Skills:** Critical Thinking | Adaptability | Teamwork | Motivated | Self-Starter | Lifelong Learner | Creative

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

**Certifications:** Google Analytics Certified (SkillShop)

### WORK EXPERIENCE

**Stromer EV Bikes, San Diego, CA**

*Marketing Strategist Intern, January 2023 – Present*

- Led 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 market
- Launched and generated the graphics and copy for the email campaigns for Stromer Bike vendors and customers to capture and generate awareness and interest to encourage viewers along the customer journey
- Utilized *Shopify* and *Google Analytics* and other internal platforms to provide simple information to merchants

### ACADEMIC PROJECTS

**Internet Marketing: Marketing Automation Project, San Diego, CA**

*Product: Apple Watch Ultra 2, January 2023 – May 2023*

- Generated a marketing campaign 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 for the creation of content through various means of visual styles: display ads, social ads (TikTok, Instagram, LinkedIn), 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's values, slogans, and use of color across different personas

**Business Process Redesign Project, San Diego, CA**

*Client: HR Department of Gallo Winery, August 2022 – December 2022*

- Organized a team of 5 MIS students to execute a gap analysis project for a company of our choosing, which began by calling and utilizing our team's network, pitching our proposal to various companies, and ended with presenting our conclusion to a panel of industry professionals as well as compiling a 50-page report documenting the proposal
- Created process models (DDs) for the logical and physical systems. Ran risk analysis on the project with economic impact (ROI, payback period). Proposed ROI of 3 months, while decreasing task completion time by 98% through the use of inputting all the information into a single organized database

### LEADERSHIP EXPERIENCE

**American Marketing Association (AMA), San Diego, CA**

*Vice President of Operations, December 2022 – Present*

- Supervised the operations team of 7 executive members, which organizes weekly general body meetings. I implemented new operational strategies that increased meeting attendance by 15% in the first 3 months
- Integrated various project management platforms to ensure consistency on behalf of the Executive team through implementing *ClickUp* and utilized a consistent use of *Slack* and *Google Calendar*
- Coordinated with the VP of Marketing and the Marketing team to arrange and strategize the overall marketing plan for the semester and our semi-annual Professional Networking Night to maximize growth and brand consistency. Through my leadership, my team boosted student attendance by 25% and company attendance by 75% over the course of one semester
- Collaborated with the VP of Marketing in the generation of the semester content calendar, which consisted of a detailed posting schedule across various digital channels, newsletters, and print media
- Utilized followers and current trends across Instagram and TikTok with the generation of organic content

### EDUCATION

**San Diego State University, San Diego, CA**

*BS in Business Administration, Marketing, Minor in Information Systems | Graduation: December 2023*

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

## JonErik Moyles

Irish/U.S. Citizen | (949) 307-3796 | jon Erikmoyles@gmail.com

April 2023, Northvolt

Dear Hiring Manager,

I am excited to submit my application for a position at Northvolt, a company whose mission to create sustainable energy solutions for a better future aligns perfectly with my own values and career goals.

As someone who is passionate about addressing climate change and reducing carbon emissions, I was immediately drawn to Northvolt's commitment to producing affordable and high-quality battery systems with a record-low carbon footprint. I am impressed by the company's unique approach to designing, manufacturing, and recycling everything under one roof, as well as building its own factories. As I am currently assisting the marketing operations for an electric bike company "Stromer" as they have recently entered the North American market.

- **Proactive:** As the Vice President of Operations for the American Marketing Association at my school, it is my role to oversee the operations aspect of the club, which means that I directly oversee the variety of events that we hold, ensuring all the general body members are receiving the correct information, and but not limited to providing the marketing team with ample time for events. However, with this role, I am directly overseeing 6 directors for our club, all with their unique contributions to the organization. Ensuring that their event or role will go according to plan requires me to proactively follow up and check in with my team. As it is one of the worst times when an event is happening live and our team is scrambling live to fix it and minimize the damage.
- **Flexibility:** With my role as a Marketing Intern for Stromer Bikes, we begin each week with a weekly team meeting. During these meetings, we discuss the current project and the roles of each member of the team. However, there have been times when a new issue will take priority. This has taught me to become adaptable yet reliable with my current schedule.
- **Motivated:** As an innovative individual, I thrive on finding new challenges and utilizing these challenges to learn something new from them. As my top Clifton Strengths is "Learner," this has been strengthened over my drive to learn from new experiences and constantly expose myself to new forms of learning. Through the variety of leadership positions that I have held, I have grown my skillset of being an analytical thinker and excellent problem solver.

As a Supply Chain Intern for Northvolt, I would utilize the skills that I have learned throughout my various leadership positions of being detailed oriented, adaptable, and having excellent problem-solving skills to assist the Supply Chain assistants. I am confident that my skills and experience make me a strong fit for the team at Northvolt. I look forward to speaking with you to share more about my experiences and learn more about how Northvolt is revolutionizing the world.

Thank you for your time and consideration,

JonErik Moyles

# Elevator Pitch

Hello my name is  
JonErik Moyles...



# Campaign Components



**JonErik Moyles (He/Him)** • You  
Vice President of Operations at AMA SDSU  
1mo • 🌐

Just a few weeks ago, I had the opportunity to participate in an Agency Tour of the [J/PR](#) which is an international luxury PR, influencer relations, and social media agency specializing in hospitality, travel, destination tourism, and luxury lifestyle brands. All this was thanks to my Marketing Professor, [Morgan Poor Miles](#) at [San Diego State University](#) who spoke very highly of [The One Club for Creativity San Diego](#) which is a creative club for professionals based in San Diego after some research I found that they had a free event coming up. This was a great opportunity to hear about the story of how [Jamie Sigler O'Grady](#) founded this company years ago, and how they adapted to the current market environment.

Just wanted to say thanks again for this amazing networking opportunity, as it was a pleasure meeting everyone there! Even though I do not see myself working in Public Relations as I want to stay more along the lines of working for a full-service marketing agency, it was an eye-opening experience to see all the amazing work that J/PR has done, which was truly inspiring.



## LinkedIn

- Highlighting my accomplishments across the last year
- Discuss outcomes and takeaways from Internship and Club Involvements

Last post received, 70 reactions which resulted in 5,600 impressions

# Budget

## Remainder for 2023

**\$240: LinkedIn**

Get a 6 month long LinkedIn Premium subscription (\$39.99 a month)

**\$19.99**

300 Business Cards

**Free**

Resume Printing

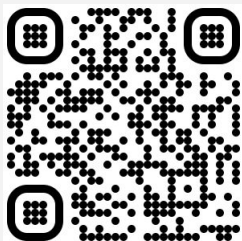
# Thank You

Do you have any questions?

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Website



LinkedIn

