

JonErik Moyles

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SKILLS & INTERESTS

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

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

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

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 ample 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 products values, slogans, and color usage across different personas

Business Process Redesign Project

San Diego, CA

Client: *HR Department at Gallo Wines*

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