

JONATHAN MIDEKOR

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EDUCATION & CERTIFICATIONS

University of Cincinnati — M.S. in Health Informatics	August 2021
Florida A&M University — B.S. in Health Sciences	April 2017
Google Digital Marketing Fundamentals (Certificate)	August 2026
HubSpot Content Marketing (Certificate)	August 2026

RELEVANT EXPERIENCE

Extern Inc.	Remote
<i>Beats by Dre Creative Advertising Strategy Extern</i>	Aug 2026 – Oct 2026
- Analyzed 20+ Beats and competitor ads across Instagram, TikTok, and YouTube to identify patterns in hooks, messaging, cultural relevance, and audience engagement - Analyzed consumer feedback from Reddit and YouTube to identify audience sentiment and trends - Presented creative strategy recommendations to strengthen Beats' social media marketing	
Casual Movie Lover	Remote
<i>Founder & Digital Content Strategist</i>	Aug 2022 – Present
- Growing a film and TV entertainment brand to 21K+ social media followers through a multi-channel content strategy across Instagram, website, and YouTube - Plan and produce reviews, rankings, interviews, and short-form video while optimizing hooks, captions, and formats to drive engagement and maintain a 30% follower engagement rate	
NarlyStar Productions, Washington, DC	
<i>Creative Strategist</i>	May 2025 – Present
- Coordinate the organization and promotion of a film festival, supporting outreach, programming, and audience engagement - Develop targeted outreach campaigns to increase awareness and participation - Build community partnerships to expand reach and strengthen event visibility	
The Hudson Sterling Firm, Remote	
<i>Media & Marketing Intern</i>	April 2024 – April 2025
- Developed digital content strategies that increased reach and impressions by 40% - Conducted research for 15+ creative and business development initiatives - Created partnership strategies to strengthen audience engagement and brand visibility	
Pfizer Inc., Tampa, FL	
<i>Data Management Specialist</i>	Nov 2021 – Feb 2024
- Analyzed 20+ safety cases daily to identify trends, inconsistencies, and data quality issues - Used Oracle Argus and Excel to manage, validate, and report high-volume data - Collaborated across teams to ensure accurate reporting and compliance with global standards	

SKILLS

Marketing & Advertising: Google Ads, Meta Ads Manager, HubSpot, Canva, Microsoft Excel

AI Tools: ChatGPT Pro, Gemini, Claude

Collaboration: Microsoft Teams, Slack, Google Workspace, Zoom

Languages: English, French