

Jovana Gonzalez

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PROFILE

Graduate of Butler University with a bachelor's degree in Strategic Communications.

Seeking a career in public relations, sales, or marketing at an organization that provides services to clients to help accomplish their goals. Passionate about creating projects through innovative communication strategies. Experience in media planning, sales, campaign research, and project management.

EMPLOYMENT HISTORY

Oct 2019 — Dec 2021	Work Study Sustainability Intern, Center of Urban Ecology and Sustainability at Butler University	Indianapolis, Indiana
	• Wrote and designed a research project on living laboratories at different universities in the United States. • Presented project to the department and turned in project to the head of the department at the end of the semester. • Managed several projects that included working with faculty on campus and kept in contact to develop the project throughout the semester • Co-created and managed the CUES newsletter via Mailchimp.	
May 2021 — Aug 2021	Marketing and Sales Representative, Chicago Marketing Inc.	Lombard, Illinois
	• Delivered sales pitches to customers on mobile phone plans through the sales cycle to close sales • Maintained a client book and communicated with clients post-sale to support the activation process	
Feb 2022 — May 2022	Public Relations Intern, Indianapolis Neighborhood Resource Center	Indianapolis, Indiana
	• Social media creation and scheduling • Assisted in structuring newsletter • Communicated with staff about advertising upcoming events	
Jun 2022 — Aug 2022	Marketing and Public Relations Intern, Arc Management Consulting	London, England
	• Collaborated with account managers to manage client accounts and projects ◦ 10-piece digital marketing article series for Luxury Property Forum, media planning for the World Zakat Forum Conference, social media scheduling for Arc and its partners. • Coordinated weekly meetings with interns, account managers, and the CEO to report on the progress of each project	
Jan 2024 — Present	Crew Member, Trader Joe's	Glen Ellyn, Illinois
	• Worked registers and product throughout the day • Wrote the Snacks order five days a week ◦ Recorded back stock and measured sales to see what best fit the daily order	

EDUCATION

Aug 2019 — May 2023	Bachelor's degree in Strategic Communications, BUTLER UNIVERSITY	Indianapolis, Indiana
	• PRSSA member • Alpha Phi Epsilon Beta member- Director of DEI 2022-2023 • Strategic Communications Campaigns Capstone- Created a campaign for the Lacy School of Business, which was named the winning campaign by the client and will be implemented in the following years.	

SKILLS

Microsoft Office	Experienced	Canva	Expert
Market Research	Experienced	Mailchimp	Expert
Adobe	Experienced	Relationship Management	Experienced