

JOHN RATKOWIAK

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EDUCATION

University of North Carolina at Chapel Hill, Hussman School of Journalism and Media

Media and Journalism, B.A. (Advertising and PR Conc.); Entrepreneurship Minor – May 2022 Expected Graduation

- GPA: 3.67
- Honors and Awards: North Carolina Fellow, Honors Carolina, Dean's List All Semesters

EXPERIENCE

1893 Brand Studio – *Campaigns Strategist*

Chapel Hill, NC, Incoming Spring 2021

- In this role, I will be focused on marketing strategy for brand enhancement, including digital marketing, social media management, event planning, influencer marketing, and audience research

UNC Office of Undergraduate Admissions – *Social Media Intern*

Chapel Hill, NC, Sep 2020 – present

- Develop innovative and effective social media strategies with professional staff and the team of interns
- Communicate the Carolina experience, represent the voice of UNC Admissions, and recruit talented students
- Create and post tailored content across three major platforms, engage with a combined 28K followers, respond to questions via direct messages, and identify social media trends that elevate our content strategy
- Increased Instagram Story impressions by 46% from Fall 2019 with improved strategy to boost engagement

Ponysaurus Brewing Co. – *Advertising and Public Relations Researcher*

Durham, NC, Aug 2020 – Dec 2020

- Part of 4-person student research team solving business problems identified by owner David Baldwin; identifying the target customer, strategizing the best ways to reach them, and increasing sales and foot traffic
- Conducted background research of trade articles, led in-depth interviews of customers, moderated a focus group of craft beer fans, and designed a digital survey which reached 400+ respondents in the Durham area
- Turned our research insights into strategic recommendations, drawing on live event interest, product offerings, and seasonal appeal aimed at increasing traffic into the brewery and boosting grocery sales
- Fostered the client relationship through consistent communication and expectation management with the owner and strategists; incorporated feedback into the research process

Hussman School of Journalism and Media – *Hussman School Ambassador, Curriculum Committee Member*

Chapel Hill, NC, Apr 2020 – present

- Lead virtual tours of Carroll Hall, coordinate school activities, and consult on Undergrad Hub initiatives
- Propose new courses, decide which courses need updating, and discuss how the curriculum should evolve

Qué Rico Premier Latin Dance Team – *Social Media Chair*

Chapel Hill, NC, Sep 2019 – April 2020

- Created digital content and advertisements to promote performances, auditions, and social dancing events
- Increased Latin Night turnout by 35% with new branding, bringing our events at Down Time Bar to capacity

Freelance Creative Work

- Photographer for Coulture Magazine; brainstorm photoshoots, shoot and edit for print and digital magazine
- Create content and strategy for my travel blog; earned post shares by Air Canada and Hawaii Magazine
- Designed podcast cover and social media brand deck for the Julia and Julia Podcast

ADDITIONAL INFORMATION

- Proficient in Adobe Creative Suite, including Photoshop, Illustrator, Premiere Pro, XD, InDesign, and Lightroom
- WordPress: theme and plugin installation, plugin customization, front-end design, SEO, Google Analytics
- Novice in HTML, CSS, Advanced CSS, Bootstrap, JavaScript, AR, VR, and 360 Video
- **Walk a mile in my:** hiking boots, tap shoes, ski boots, scuba fins, figure skates, ballet slippers, dress shoes...