

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 2023 Expected Graduation

- GPA: 3.74
- Honors and Awards: North Carolina Fellow, Honors Carolina, Dean's List All Semesters

EXPERIENCE

The Workshop – *Art Director Apprentice*

New York City, NY, Aug 2021 – present

- Collaborating with a Copy Writer Apprentice and Industry Mentor to tackle 3 creative briefs in 3 months

Hussman School of Journalism and Media – *Hussman School Ambassadors President*

Chapel Hill, NC, Apr 2020 – present

- Manage the Ambassadors' program, communicating with staff and scheduling biweekly meetings
- Coordinate school tours, new student orientations, donor and alumni events, and Hall of Fame galas
- Consult on Undergrad Hub initiatives; oversee application and interview process for new ambassadors

RPA Advertising – *Digital Production Intern*

Santa Monica, CA, Jun 2021 – Aug 2021

- Oversaw brief kickoffs; organized creative teams, scheduled project timelines, and debriefed attendees
- Conducted calls with vendors and presented client with QR code research and recommendations
- Managed website updates, staged banners for client review, created budget estimates, and updated shot lists
- Presented a 30-minute keynote address to the agency on the metaverse; covered advancements in AR, NFT commerce, and mixed reality; connected with internal teams and vendors to concept creative campaign ideas
- Clients: ARCO, La-Z-Boy, Cedars Sinai, and Pocky

UNC Office of Undergraduate Admissions – *Social Media Intern*

Chapel Hill, NC, Sep 2020 – May 2021

- Developed innovative and effective social media strategies with professional staff and the team of interns
- Communicated the Carolina experience, represented the voice of Admissions, and recruited talented students
- Created tailored content across three major platforms; engaged with a combined 28K followers, responded to questions via direct messages, and identified social media trends to elevate our content and engagement
- Increased Instagram Story impressions by 46% from Fall 2019 to Spring 2020 with improved strategy

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
- Fostered the client relationship through consistent communication and expectation management

Freelance Creative Work

- Co Photo Editor for Coulture Magazine; manage photo team, coordinate photoshoots, and host workshops
- Create content and strategy for my travel blog; earned post shares by Air Canada and Hawaii Magazine

ADDITIONAL INFORMATION

- Proficient in Adobe Suite: Photoshop, Illustrator, After Effects, 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, Unity3D Game Design, AR, VR, and 360 Video
- **Walk a mile in my:** hiking boots, tap shoes, ski boots, scuba fins, figure skates, ballet slippers, dress shoes...