

Jarial Franklin

Marketing & Communications

CONTACT

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Address

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ADDITIONAL SKILLS

Search Engine Optimization

Social Media Marketing and
Analytics

SPSS, Oasis, Oracle, Salesforce,
and Tableau

Adobe

Project Management

Brand Creation and Management

Memberships

VP of Membership KC IABC / 2019

American Marketing Association /
2018

KC Digital Marketers Association /
2018

Experimental Club at KU / 2018

REFERENCES

Available Upon Request

CAREER OBJECTIVE

Efficient recent college graduate with a Masters in Mass Communication and Journalism, with 8+ years of work experience. Aiming to leverage academic experience and a proven knowledge of market analysis, strategic marketing, and business communications to successfully fill a role at your company. Frequently praised as quality-oriented by my peers, I can be relied upon to help your company achieve its goals.

EXPERIENCE

University of Kansas, Lawrence, KS

Graduate Research Assistant, Aug 2019-May 2020

- Created tailored marketing materials for several transportation agencies in the state of Kansas.
- Wrote and edited several newsletter articles for publication.
- Planned and executed an industry summit event.
- Served on several teams to ensure cohesive brand recognition.
- Conducted and analyzed data from consumers and agencies.

University of Kansas, Lawrence, KS

Graduate Teaching Assistant, Jan 2018-Aug 2019

- Lead discussion sections, tutorials, and laboratory sections.
- Evaluated and graded examinations, assignments, and paper and recorded grades.
- Returned assignments to students with thorough feedback.
- Scheduled and maintained regular office hours to meet with students.
- Developed teaching materials, such as syllabi, visual aids, and course Web sites.

All Around Gymnastic Academy, Plainville, MA

Marketing Director/Consultant, Oct 2015-Feb 2019

- Formulated, directed and coordinated marketing activities and policies.
- Identified, developed, and evaluated marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost.
- Coordinated promotional activities.

Grand Lake Casino, Grove, OK

Marketing Director/Analyst, Oct 2012-Feb 2015

- Prepared reports of findings, illustrating data graphically and translating complex findings into written text.
- Sought and provided information to help company determine their position in the marketplace.
- Gathered data on competitors and analyzed their promotions and methods of marketing.
- Collected and analyzed data on customer demographics, preferences, needs, and gaming habits to identify potential markets and factors effecting demand.
- Devised and analyzed methods and procedures for collecting data.
- Measured and assessed customer and employee satisfaction.
- Measured the effectiveness of marketing, advertising, and communications programs and strategies.

EDUCATION

University of Kansas, Lawrence, KS

Masters in Journalism and Mass Communication, GPA 3.7, May 2020

Pittsburg State University, Pittsburg, KS

Bachelor of Arts in Psychology, December 2011

Pittsburg State University, Pittsburg, KS

Bachelor of Arts in Communications, May 2007