

Jack Bart



Get in touch

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Specializations

- Social Media Management
- Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, InDesign)
- Digital Advertising / Marketing
- SPSS Statistics Software
- Google Analytics

Professional Goals

I aim to attain an engaging Multimedia Specialist position in the field of public relations and marketing communications. I hope to utilize my strengths in public relations, music, and Adobe Creative Cloud to seize an opportunity to produce creative work that reflects my passion.

Experience

Communications/Marketing Assistant

Florida State University Office of Admissions | August 2021 - Present

- Manage the daily operations of 8 various social media accounts
- Collaborate with the Director of Communications and senior leadership to write, produce, implement, and continuously evaluate the large-scale, comprehensive, strategic, and integrated communication programs via all communication channels that support the unified branding objectives of the University
- Write and create original layouts and designs for a variety of multimedia platforms to enhance the communication and brand of the different offices within Enrollment Management

Communications / Multimedia Intern

Second Harvest of the Big Bend | Summer 2021

- Assembled short videos for promotions, volunteer safety, and advocacy
 - Performed routine management and regulations for the official website
 - Assisted in writing press releases and weekly email listings
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Education

Florida State University

Bachelor of Science in Public Relations, Minor in General Business | Fall, 2019 - Spring, 2022

- Integrated Marketing Communications Combined Pathways Program
- Relevant Coursework: Writing for Public Relations, Writing to Persuade, Public Relations Techniques, Public Relations Campaigns
- Honors: Magna Cum Laude

Florida State University

Master of Science in Integrated Marketing Communications | Summer 2022 - Spring 2023

- Graduate Certificate- Multicultural Marketing Communication
 - Graduate Certificate - Digital Video Production
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Activities/Leadership/Service

TEDxFSU

Communications/Marketing Executive | 2019-2023

- Lead the development of full-scale annual integrated marketing plans and branding for TEDxFSU to include print, social media, electronic, website, video, and presentations with the strategic goal of increasing event attendance resulting in over 700 guests each year
- Develop and maintain relationships with students, staff, alumni, the public, University officials, various agencies (domestic & foreign), and outside vendor

Habitat For Humanity at FSU

Public Relations Chair (2020-2021) / President (2021-2022)

- Managed and led a team to help build homes for deserving families and play a role in maintaining stable communities