





PERSONAL PROFILE

I am a goal-oriented marketing major with robust problem-solving skills, an eye for detail, and a passion for connecting individuals through media.

CONTACT ME AT

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ACTIVITIES & HONORS

-  Member of Mu Kappa Tau, National Marketing Honors Society
-  Loyola Scholarship recipient. Given with a minimum GPA of 3.2 or higher
-  President of the Praise and Worship club (2020-2021)
-  Class of 2022 Senator (2018-2019)

CERTIFICATIONS

-  IRB Human Research
-  Google Analytics
-  Bloomberg

SKILLS SUMMARY

- Project Management
- Problem-Solving
- Willingness to Learn
- Time Management
- Leadership
- Decision Making

JOSEPH FULLAM

EDUCATION

The University of Scranton - Kania School of Management

Bachelor of Science in Marketing | Minor: Management | Anticipated Graduation May 2022

Overall GPA: 3.57/4.00

CAREER EXPERIENCE

Marketing Communication Intern

The University of Scranton | August 2020 - Present

- Responsible for establishing a strong brand identity for The University of Scranton
- Plan and schedule social media posts across various platforms
- Analyze, improve, and innovate The University of Scranton's brand based on statistical analysis

Marketing and Social Media Intern

South Jersey News Today (SNJ Today) | May 2020 - August 2020

- Assisted radio personnel while learning the different aspects of radio broadcasting
- Addressed radio talk show hosts and listeners during morning public live broadcasting appearances
- Coordinated local branding events to engage with new and potential listeners
- Developed and managed social media campaigns and platforms

Marketing Intern

The Greater Scranton Chamber of Commerce | September 2019 - February 2020

- Produced videos and web content for social media platforms
- Researched and applied best practices for The Chamber's social media presence, including Facebook, Instagram, LinkedIn, and other sites
- Utilized video editing programs like Adobe Premiere and Toonly to better advertise and promote The Chamber

LEADERSHIP EXPERIENCE

Account Executive

The National Student Advertising Competition (NSAC) | August 2020 - March 2021

- Managed client project, planned and regulated campaign until project completion
- Implemented strategy and achieved team goals, solved problems, and developed strong relationships between team members
- Held prominent role in Creative and Media departments. Constructed media budget, designed commercials and billboards using Adobe Premiere and Adobe Photoshop

Executive Treasurer

The University of Scranton Student Government | May 2019 - May 2020

- Approved Student Government expenditures, provided direction on financial projections and articulated spending parameters
- Oversaw budgeting process, including club allocation meetings with the aid of the Appropriations Committee
- Met with club leaders regularly, including semesterly meetings regarding budgeting processes and club responsibilities related to use of student activity fee funds

Enrollment Management & External Affairs Committee Student Liaison

The University of Scranton Board of Trustees | May 2019 - May 2020

- Provided commentary and "student perspective" to critical functions at the University including:
 - Admissions, Community and Government Relations, Small Business Development Center, Marketing, Branding, Printing and Mailing Services, Media Relations, and Crisis Communication