

John Williams

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EDUCATION

Rochester Institute of Technology (RIT)

Saunders College of Business - AACSB Accredited

Bachelor of Business Marketing

Courses: Marketing Strategy (Capstone), Social Media Marketing,
Marketing Analytics, Digital Marketing, Professional Selling

Rochester, NY

Expected May 2026

GPA: 3.91

Monroe Community College (MCC)

Associate in Business Administration

Rochester, NY

January 2024

GPA: 3.945

PROJECTS

- **Marketing Analytics - Business Analysis:** Extracted, cleaned, and analyzed real-world business data using **Python, AI tools, and Excel** to develop a data-driven marketing plan. Presented insights through data storytelling and visualization in PowerPoint.
- **Social Media Marketing - A/B Advertising Test (ROC Personal Training):** Designed and evaluated a paid advertising **A/B test** using **Meta Business Suite** for a local startup. Analyzed campaign performance to inform targeting and creative optimization.

EXPERIENCE

Bishop Kearney High School

Marketing Co-op

Rochester, NY

May 2025 - Present

- Managed a daily content strategy across Facebook (Admissions & Alumni) and Instagram, publishing 1-2 posts per day and increasing Hootsuite performance score from ~850 to ~930.
- Designed digital marketing assets using Canva, including admissions graphics, social campaigns, and an endowed fund report aligned with institutional branding standards.
- Led on-site admissions marketing at a Buffalo Bills training camp event, collecting 150+ prospect records, analyzing data in Excel, and supporting outreach that resulted in ~5 new student enrollments.
- Used Hootsuite Analytics to optimize posting cadence, keywords, and engagement strategy across platforms.
- Built reusable social media templates and communication workflows to standardize content requests across departments.

Rochester Institute of Technology

Expressive Communication Center (ECC) Consultant

Rochester, NY

September 2025 - Present

- Delivered 1:1 and group communication coaching to an average of 8-9 students per week, supporting speech content, presentation design, and delivery.
- Coached students from engineering, business, cybersecurity, psychology, and communications on technical, persuasive, and client-facing presentations.
- Specialized in delivery confidence and anxiety reduction, helping clients improve clarity, audience engagement, and presentation effectiveness.
- Recognized as ECC Consultant of the Month (December 2025) based on peer and client feedback.