

CHRISTIAN JACKSON

CONTACT DETAILS

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Des Moines, IA 50311

EDUCATION

Drake University, Des Moines, IA

- Bachelors of Science in Business Administration
- Marketing Research Major
- Minor in Data Analytics
- Graduation Date: Fall 2021
- 3.76/4.00 Cumulative GPA

Sunway University, Kuala Lumpur, Malaysia

- 2017 - 2019

INVOLVEMENT

American Marketing Association

- 2019 - 2021

Drake International Student Board

- *President*
- *International Student Orientation Leader*
- 2020 - Present

Drake Malaysian Student Association

- *Head of Public Relations*
- 2020 - Present

International Student Mentor

- 2019 - Present

Phi Chi Theta Professional Business Fraternity

- 2020 - Present

AWARDS

Drake University Presidential Award

- Presidential Scholarship
- Based on Academic achievement in previous educational institution

PROFESSIONAL EXPERIENCE

Merchants Bonding Company, Des Moines, IA

Marketing Intern: Summer 2021 (Present)

Bonfire Strategy, Des Moines, IA

Sales & Marketing Intern: Spring 2021

- Incited a \$20,000 increase in revenue by executing sales presentations, contract formulation, and ROI articulation.
- Devised a video strategy to increase clarity surrounding Bonfire Strategy's services.

The Malmberg Foundation, Council Bluffs, IA

Marketing Coordinator Intern: Fall 2020

- Engineered an e-mail marketing campaign from the ground-up
- Optimized key performance indicators (KPIs) to gauge success
- Facilitated interaction with clientele in 18 different states.

Iowa Insurance Division, Des Moines, IA

Marketing Intern: Summer 2020

- Successfully orchestrated the run-of-show and execution of a series of webinars
- Pioneered a design overhaul for internal newsletters, brochures, and graphics.

Quintessentially Lifestyle Management, Kuala Lumpur, Malaysia

Marketing Intern: Summer 2019

- Copywrote newsletters, and curated visual content for consumer engagement purposes
- Independently collaborated with offices around the globe for marketing operations