



John Bozick

Journalist & Digital Media Professional

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Background

Experienced journalist, photography, video editing and marketing professional with a demonstrated history of working alongside members of the media, automotive industry and political institutions. Skilled in Photography, National and International Politics, Editing, News Writing, WordPress, Non-Linear Video Editing and Search Engine Optimization. 2018 Oakland University alumni with a BA in Journalism and minor in Political Science. Currently a Digital Media Arts student at Specs Howard School of Media Arts. I seek to use my skills to contribute a fresh perspective to a news, public relations, or digital media organization.

EDUCATION

Oakland University, Rochester, MI.~

2014-2018

Bachelor's Degree in Journalism

Minor in Political Science

Specs Howard School of Media Arts,

Southfield, MI.~

2020-Present

Degree in Digital Media Arts

Skills

- Photojournalism
- Community Journalism
- Political Writing
- News Writing
- International Reporting
- Photo, Video and Audio Editing
- Copy Writing/Editing
- AP Style
- Photoshop
- Illustrator
- InDesign
- Adobe Premiere
- Research & Fact Checking
- Social Media Marketing
- Writing for Search Engine Optimization
- Public Relations
- Effective Communication Skills

ACADEMIC and COMMUNITY LEADERSHIP

Treasurer, Society of Professional Journalists -

Oakland University

2016 - 2018

Volunteer, Detroit Startup Week

2016

Experience

2Gathr Marketing

Social Media Marketing Specialist - Freelance

June 2019- Present

- Produce, edit and maintain the marketing and social media strategy for five clients
- Assist with internal and external communication for clients as necessary per project
- Post, manage and schedule client material on Facebook, Instagram and Twitter
- Assist with engagement on all social media platforms

Detroit Is It

Contributing Editor - Contract

June 2019- Present

- Assist with the editing of all pieces prior to publishing
- Compose editorial articles pertaining to community, politics and climate justice
- Shoot and edit photo, video and record audio content for publish
- Maintain presence on social media through general engagement
- Assist with the organization, planning and execution of the media strategy

General Motors

Social Media Advisor, GCCX

May 2018 - June 2019

- Managed social media outreach for the Chevrolet brand pages
- Composed and edited 30-40 social media posts per day for Twitter and Facebook
- Interacted with customers to address support concerns and marketing opportunities
- Worked with certified GM dealerships in a marketing and customer support role
- Lowered the overall department response time to less than six hours on Facebook and Twitter

The Oakland Post

Web Editor

April 2017 - May 2018

- Managed a team of five contributors
- Maintained and designed The Oakland Post website
- Uploaded and updated content while maintaining news flow
- Proofread and edited stories prior to publishing
- Wrote weekly articles to be published on both print and online platforms
- 30-40 articles published total
- Assisted copy editors with page design for weekly printed content

Social Media Editor

April 2016 - April 2017

- Wrote and edited articles for both print and online publish
- Scheduled posts and maintained a social media presence for the paper
- Boosted overall reach on Facebook, Twitter, Instagram, and Snapchat
- Learned Hootsuite and Facebook scheduling tools
- Composed the first social media plan for the newspaper

Oakland University Study Abroad - Greece

Student Reporting Intern

June - August 2017

- Job shadowed Reuters and Associated Press reporters
- Composed print, radio and video news assignments
- Interviewed members of the Greek parliament, European Union and Non-Governmental Organizations
- Interviewed and told the survival stories of multiple refugees in Greece
- Learned to write in the style of a wire news agency