

Joe Zerilli

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Education

Oakland University, Rochester MI

Expected Winter 2026

Master of Arts in Communication, GPA 4.0

Oakland University, Rochester MI

Winter 2023

Bachelor of Arts in Journalism, GPA 3.85, Magna Cum Laude

- Minor in Digital Media Production & Public Relations

Relevant Experience

Oakland University Rec Center, Rochester MI

Marketing Graduate Assistant, June 2024 - Present

- Increased our Instagram views by 964% (416.6K) and our reach by 194% (36K) since obtaining the position
- Helped launch a new school-wide texting platform that has over 200 people signed up
- Compiled information and photos to create an article for the OU Recreation Center to be featured as the “August 2024 Rec of the Month” in the Campus Rec Magazine
- Designed and sent out 31 surveys to evaluate program impact and analyze marketing strategy

The Oakland Post, Oakland University, Rochester MI

Campus Editor, December 2021 – April 2023

- Was promoted from senior reporter in less than a year
- Edit and wrote stories for the campus, features, and sports section
- Conceptualize valuable news stories for each week’s issue
- Collaborate with editors and photographers to ensure each article is the best it can be

Oakland University William Beaumont School of Medicine, Rochester MI

Communications and Marketing Intern, May 2022 - August 2022

- Worked over the summer attending events, covering them and sometimes taking photos
- Wrote stories about student involvement and research done by professor’s
- Was published in the school’s magazine “inMedicine”

Skills

Writing

- Wrote 75 stories for my college newspaper using AP style
- Create captions for all OU Rec Well social media accounts

Computer

- Proficient in Microsoft Word, PowerPoint, Excel, Adobe Audition, Premiere Pro, InDesign, Illustrator, Google Workspace
- Experience in using both Windows and MacOS in diverse situations

Social Media Marketing

- Obtained a certification in Social Media Marketing through Hootsuite, as well as a certification of the Hootsuite platform