

Joseph Zerilli

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Current Marketing Assistant with two years of experience in social media. Have grown current company's social media accounts through innovative planning and analytical research. Currently have increased our content interaction by 100% over the past year and am extremely motivated to bring my expertise in social media management, writing, and enthusiasm to my future employer.

Education

Oakland University	Winter 2026
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Master of Arts in Communication,

- GPA: 3.96

Oakland University	Winter 2023
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Bachelor of Arts in Journalism

- Minor in Digital Media Production & Public Relations
- GPA: 3.85, Magna Cum Laude

Relevant Work Experience

Oakland University, Department of Recreation & Well-Being	
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<i>Marketing Graduate Assistant</i>	June 2024 - Present
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- Increased Instagram views by 2.1K% and our content interactions by 1.6K% this school year (September – April) in comparison to last school year
- Cultivate social media content catering to students and community members for five program areas: intramural sports, club sports, fitness, group exercise, and wellness
- Supervise a team of social media influencers and assist in supervision for a videographer
- Helped create and currently carrying out a marketing plan for the campus-wide “Healthy Campus” initiative
- Create and implement campus-wide surveys aimed to support departmental goals
- Directly work with and manage day-to-day tasks for the Assistant Director Marketing and Engagement
- Utilize Adobe Creative Suite, including Illustrator and Lightroom, to produce graphics and photos for social media and print projects

Oakland University, The Oakland Post	
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<i>Campus Editor</i>	December 2021 – April 2023
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- Wrote and edited stories for the campus, features, and sports section
- Bolstered our SEO and manage online newspaper using the SNO Sites software
- Oversaw our campus section, publishing over 50 stories with an understaffed team

Oakland University, William Beaumont School of Medicine	
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<i>Communications and Marketing Intern</i>	May 2022 - August 2022
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- Attended wide range of events, covering them by taking photos and recording videos
- Wrote stories about student involvement and research done by professors

Additional Work Experience

Micro Electronics, Inc – Micro Center

Retail Inventory Specialist

December 2023 – June 2024

- Completed customer online orders within company's "18-minute guarantee" deadline
- Communicated between front and back of house operations to ensure consistency while representing the company brand

Oakland University, Department of Recreation & Well-Being

Rec Well Sports Supervisor

September 2021 – April 2023

- Supported the Rec Well Sports officials through providing spaces for feedback and offering hands-on training
- Served as a liaison between the officials and participants to ensure both parties' needs were respected by addressing concerns and supporting positive outcomes
- Assisted in training of officials and studied rules routinely to be ready when called upon

Member Services Assistant

May 2022 – August 2022

- Provided front of house customer service to patrons, answering questions, and acted proactively to diffuse conflicts that arose to ensure a positive and safe environment

Fitness Center Assistant

September 2020 – April 2021

- Enforced Fitness Center policies to create and maintain an exercise environment that was safe as well as operational for patrons

Professional Development

Michigan Intramural Recreational Sports Association State Workshop

- *Attendee – 2025*
- Led a roundtable with the Assistant Director Marketing and Engagement discussing recent trends in collegiate marketing and sharing expertise with fellow professionals
- Engaged in professional development sessions that have expanded my knowledge and abilities to lead students, use AI efficiently, and implement meeting best practices

Michigan Promotional Professionals Association: Promotions that ROAR!

- *Attendee – 2025, 2026*
- Discovered hottest trends of promotional products and marketing ideas from over 100 different suppliers and distributors

Certifications

- Hootsuite Platform Certification – 2023
- Social Media Marketing, Hootsuite – 2023
- American Red Cross CPR & First Aid – 2026

Skills

- Expertise in AP and APA style, as well as ADA compliance writing
- Proficient in Microsoft Word, PowerPoint, Excel, Adobe Audition, Premiere Pro, InDesign, Illustrator, Lightroom, Google Workspace
- Experience in using both Windows and MacOS in diverse situation