

JOSEPH E. HENRICHS

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PROFESSIONAL SUMMARY

ENTRY LEVEL MARKETING COORDINATOR with experience in campaign development, customer service, and videography. Dedicated leader with the proven ability to prioritize tasks and excel in fast-paced environments. Passionate individual who thrives in autonomous and team-oriented settings. Enthusiastic professional utilizing strong interpersonal skills to foster and maintain strong relationships with customers.

EDUCATION

Bachelor of Arts (BA), Integrated Marketing Communications | Minor: *Entrepreneurship*
John Carroll University - University Heights, OH

EDUCATIONAL EXPERIENCE

- Gained experience on how to establish, maintain, and alter relationships in personal and professional settings through an Interpersonal Communications course.
- Designed and pitched integrated communication campaigns for a campus client while enrolled in an Integrated Marketing Campaigns course.
- Researched how brands become successful through branding in the context of marketing and the media mix.
- Knowledgeable on the principles, forms, and techniques for effective news and media writing.
- Learned about the evolution of electronic media in the United States and its impact on society, economics, programming and technology through radio, TV, video, Internet, and social media.
- Solid ability to think out of the box in order to develop innovative concepts for solving problems.
- Knowledgeable of consulting, marketing, and sales techniques.
- Demonstrated ability to generate capital, create spreadsheets, and maintain finances in a business environment.
- Ability to create quality graphics with several raster graphics editors, such as Adobe Photoshop and Inkscape.
- Knowledge of several web hosting services, such as Wordpress.com, Wordpress.org, and Wix.com.
- Knowledge of calculating, collecting, understanding statistical data.

WORK EXPERIENCE

- Conducted primary and secondary market research for several non-profits.
- Increased the social media presence of Michigan Military Technical & Historical Society by recording and editing videos of speakers and musical performances they host via Corel VideoStudio and Lightworks.
- Assisted and fulfilled clientele's wants and needs, generated sales and built relationships.
- Managed a Tuxedo Shop @ Macy's department's operations via placing orders, handling customers, arranging displays.
- Assisted in maintaining Bed, Bath, and Beyond's warehouse by receiving shipments, logging inventory, and restocking shelves.
- Recorded and edited special events, including guest speakers, at John Carroll University.
- Utilized Final Cut Pro, Sony Vegas Pro, Adobe Premiere, and Camtasia to edit up to 20 assignments and mass produced the final version of a video, to create professional quality videos promoting the image and sales at John Carroll University.
- Increased awareness locally regarding campus news and events by distributing *The Carroll News* throughout the campus to students and faculty members.
- Taped football practices for coaches and team members to watch in order to improve infield performance.
- Recorded scouting footage for several high school sports teams in order to improve their in-game performance.
- Edited professionally recorded audio with Audacity to create a quality product.
- Improved video and picture quality by controlling and amplifying the lighting.
- Recorded and edited footage of events via Corel VideoStudio produced a professional quality video.
- Provides professional marketing and public relations insight for several non-profits.

WORK HISTORY

1014 AV - Sterling Heights, MI <i>Videographer</i>	01/2018 - Present
Arts & Scraps - Detroit, MI <i>Marketing and Public Relations Specialist</i>	10/2017 - Present
Michigan Military Technical & Historical Society - Roseville, MI <i>Videographer</i>	09/2017 - Present
The Tuxedo Shop @ Macy's - Strongsville, OH <i>Assistant Manager</i>	11/2016 - 03/2017
Bed, Bath and Beyond - Westlake, OH <i>Sales Associate</i>	07/2016 - 10/2016
Motor City Free Geek - Ferndale, MI <i>Intern</i>	05/2016 - 7/2016
John Carroll University - University Heights, OH <i>Videographer, Center for Digital Media</i>	08/2011 - 09/2015
<i>PR Intern, Veterans Affairs Department</i>	10/2014 - 09/2015
<i>Distribution, The Carroll News</i>	02/2014 - 04/2014
<i>Videographer, Football Team</i>	03/2014 - 05/2014
	08/2011 - 11/2011