**Jonas Clark**

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**EDUCATION**

**Clark University**; Worcester, MA

Master of Science in Communication May 2024

Bachelor of Science in Psychology May 2023

*Related Projects:*

Digital Communications Capstone Project

* Developed digital communications strategy for behavioral health non-profit to enhance organization’s online presence, build and online community, and to further engagement
* Conducted primary research surveying 200 participations and interviewing 10 community members to tailor communications strategies to meet target audience needs and preferences
* Analyzed communications strategies of similar nonprofits to identify best practices and develop recommendations based on proven tactics
* Presented digital communications strategy to 5 faculty committee members, 35 students, and 3 client team members highlighting research methods, recommendations, and impact on the organization

**EXPERIENCE**

**Blue Wave Marketing;** Boston, MA June 2023 - Present

Marketing Intern

* Researched and identified 100 influencers using BuzzStream to streamline outreach efforts and enable account team to secure sponsors and drive clients’ social media presence
* Informed account managers of clients’ performance by monitoring and analyzing current social media campaigns using Google Analytics and SproutSocial
* Managed and updated company database with over 5,000 clients on Salesforce to ensure all contact information was accurate and up-to-date

**Clark University;** Worcester, MA June 2019 - August 2019

Student Caller

* Cultivated relationships with over 52,000 key University constituents by building rapport during calls to acquire gifts for the ClarkFund
* Ensured accuracy of Clark University alumni database for over 30,000 alumni by updating demographic and employment information to enable to Annual Fund team to effectively connect with donors
* Addressed alumni concerns using active listening to maintain a positive relationship with the University

**LEADERSHIP EXPERIENCE**

**Undergraduate Psychology Committee** September 2019-May 2020

President

* Organized five events to educate and cultivate awareness of psychology topics for 150 members

**RELEVANT SKILLS**

**Technical Skills:** Microsoft Office Suite (Word, PowerPoint, Excel), Salesforce, Google Analytics, SproutSocial

**Languages:** English (Native), Spanish (Fluent), Mandarin (Intermediate)