

Jerel J. Jones

13537 Indiana | Detroit, MI 48238 | (313) 970-9633

jerelj@umich.edu

[LinkedIn](#) | [Hootsuite](#)

SUMMARY OF QUALIFICATIONS

- Clear and direct program coordinator, skilled in developing and maintaining a broad vision, cultivating excellent relationships and communicating effectively
- Over four years of public relations, strategic planning and tactical branding coursework at the University of Michigan-Dearborn
- Nearly one year of agency public relations experience
- Two years of marketing experience with student organization as Marketing Director
- Certificate in HootSuite software and Public Relations

EDUCATION

University of Michigan | 4901 Evergreen Rd. Dearborn, MI

Bachelor of Arts in Communications | December 2014

Area of Study: Public Communication and Culture Studies

Minor: Psychology

EMPLOYMENT EXPERIENCE

General Motors | 200 Renaissance Center. Detroit, MI

Social Media Specialist | August 2016 – Present

- A representative of General Motors customer care team assisting at the front lines of customer assistance
- Listening and developing strategy for the customer with their care process
- Monitoring various social media platforms such as; 5 Facebook pages, 5 Twitter handles and over 120 active forums
- Monitoring GM related comments and customer concerns by providing assistance
- Developing the relationship between customer and dealer to assist the customer, and excel GM vehicle sales including the brand experience

Marx Layne & Company | 31420 Northwestern Hwy. Farmington Hills, MI

Public & Media Relations Account Assistant | September 2015 – June 2016

- Created, delivered, edited, and optimized PR materials including press releases, media lists and media advisories
- Managed social media accounts for multiple clients
- Published client stories for company website
- Researched media coverage and industry trends to create interesting story ideas for clients
- Assisted in planning and executing client events

University of Michigan | 4901 Evergreen Rd. Dearborn, MI

College of Engineering and Computer Science – Office Assistant | May 2008 – December 2014

- Knowledge of policies and procedures of the Academic Advising Office including programs and services provided
- Clerical tasks including answering multi-line phones, scheduling appointments, drafting and distributing information to campus representatives and departments
- Assisted advising staff with various promotional projects and events, training and student program implementation

Detroit Area Pre-College Engineering Program (DAPCEP) – Assistant Coordinator | March 2008 – December 2014

- Assisted with coordinating program events and logistics for student field trips

- Managed and evaluated program to ensure student success and with coordination of ACT/SAT preparation program for participating student

PROFESSIONAL EXPERIENCE

Posh PR & Events | Southfield, MI | <http://www.poshprevents.com>

Public Relations Intern | September 2014 – December 2014

- Developed, created and distributed press releases for various events and clients for promotional purposes
- Created social media relations strategies to appeal to current and potential clients for the company
- Assisted with building and maintaining media press kits for clients, events and initiatives throughout the company
- Assisted with planning and executing of special company events

Radio One | 3250 Franklin St. Detroit, MI

Marketing/Promotions Intern | September – December 2008 and September – December 2011

- Assisted with promotions and marketing events
- Researched for On-Air personalities and web services with programming and promotional content

VOLUNTEER EXPERIENCE

Black Student Union | University of Michigan, Dearborn, MI

Mentorship Program Co-Founder | September 2014 – December 2014

- Planned and implemented program into student organization along with Executive Board members and Office for Inclusion at UM-Dearborn
- Developed strategic plan for increasing Opportunity Scholar and first year student retention
- Engaged students in academic and extra-curricular activities through mentoring, tutoring and bonding
- Received award for Outstanding Service to Community through Office for Student Engagement at UM-Dearborn

AWARDS AND HONORS

- Opportunity Scholarship – University of Michigan-Dearborn | September 2007
- Emerging Leader Award – Office for Student Engagement | April 2013
- Leadership Synergy Award – Office for Student Engagement | April 2014

PROFESSIONAL SKILLS AND KNOWLEDGE

- Microsoft Office (Word, Excel, PowerPoint, Publisher)
- Google Apps (Chrome, Gmail, Sites, Groups, Calendar, Drive)
- Social Media Expertise (Facebook, Instagram, Twitter, Weebly)
- Cisionpoint software

CERTIFICATIONS

- Certificate for HootSuite Social Media Software | Received December 2014
- Certificate for Public Relations | Received December 2014

PROFESSIONAL AFFILIATIONS

- Black Student Union
 - *Vice President | September 2014 – December 2014*
 - Assisted President with organizational tasks to maintain active status of the organization
 - Implemented meeting agendas for Executive Board meetings
 - Participated in meeting relevant to programming and planning with various offices and departments of the University
 - *Marketing Director | September 2012 – December 2014*
 - Developed social media campaigns and strategies for organization events and initiatives

- Created and distributed promotional material for organization
 - Managed social media sites including Facebook, Twitter, Instagram and Weebly
- *Treasurer | September 2009 – April 2010*
 - Managed and maintained organization's positive financial account and budgets
 - Planned and coordinated fundraising initiatives for the benefit of the organization and selected community organizations
 - Communicated with President and Vice President on all relevant financial matters pertaining to the active status of the organization

- Phi Beta Sigma Fraternity, Incorporated (*Member since April 2011*)
 - *Secretary | August 2012 – April 2013*
 - Recorded and organized all chapter meeting minutes for fraternal year
 - Corresponded with all chapter members via e-mail regarding all upcoming events, relevant news, meetings and service initiatives
- UM-Dearborn African-American Alumni Affiliate (AAAA)
- UM-Dearborn Graduates of the Last Decade (GOLD)