

John Edward Hudson, Jr.

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EDUCATION: Savannah State University

Major: **Bachelor of Business Administration** Concentration: **Marketing** Graduation: **May 2012**

GPA: **3.57 on a 4.0 scale, Dean's List**

WORK EXPERIENCE:

The Leo Burnett Group- Arc Worldwide, Chicago, IL, Account Management Intern- Whirlpool Corp. Account June 2011- August 2011

- Analyzed social media and website activities across household appliance competitive set and prepared a document to display how Whirlpool Corporation measured up to their competitors via social networks and the company's direct website
- Monitored Maytag's Facebook Fan Page and Faces of Dependability application to report on new developments and what consumers were saying about the page on a daily basis
- Reviewed a brief and cross collaborated throughout the organization to revise one of Maytag's TV spots to include a :03 tag for retail partner Lowe's
- Assisted in the development of an e-mail campaign for the newly launched Maytag and Whirlpool websites to solicit ratings and reviews from customers regarding their product experience
- Utilized third party research to assist team in compiling data to develop an analysis on the value and proper usage of the Maytag Repairman for the Maytag brand
- Worked with other interns in different departments to develop a campaign to influence consumers to purchase Silk Soymilk for use in their cereal for a healthy alternative during the Q1 quarter when markets are flooded with healthy habit advertisements
- Executed administrative duties including but not limited to attending status meetings and developing status reports, conference reports, competitive analysis, and scheduling internal/external meetings

US Department of Housing and Urban Development, Savannah, GA, SSU HUD Grant Fellow August 2010-May 2011

- Secured publicity and promotion from local media vehicles to recruit students and volunteers to come to the center and be active leaders in order to change the negative statistics for the area
- Built relationships with various community business leaders to influence them to donate their time towards fulfilling the center's mission of uplifting the youth which resulted in several local businesses hosting field trips for the students
- Assisted in teaching at-risk high school students about marketing, professional image, and business plan development which allowed them to pitch their plan to local community leaders at the end of the summer
- Tutored students in various middle and high school subjects while teaching the importance of being professional individuals and a positive role model in the west Savannah community which resulted in rising test grades for several students

National Oceanic & Atmospheric Administration: Gray's Reef Marine Sanctuary, Savannah, GA, Student Intern May 2009- July 2009

- Researched previous film festivals and developed a social science experiment for the BLUE Ocean Film Festival 2009 which was used to recruit more participants to attend future film festivals
 - Created strategic questions to help film festival hosts gain more information about participants at the festival and then recorded and analyzed the data via Microsoft Excel to effectively present the information to film festival staff
 - Gained strong listening skills and customer relationship building skills through constant interaction with guests and other employees which resulted in more than 200 surveys collected in a 3 day period
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INVOLVEMENT:

- **Student Government Association**
Senator
 - **4A's Multicultural Advertising Intern Program Participant**
Competitive program for students wanting to intern in advertising agencies throughout US
 - **Ohio State University KeyBank Leadership & Creativity Symposium Participant**
 - **Business Plan Competition Team**
Sales Manager won 2nd place out of 29 competing schools
 - **Big Brothers Big Sisters: Big Brothers in Schools Program**
Mentor to a 6th Grade boy at Hubert Middle School
 - **Achievers of Today and Tomorrow, Inc. Chairman**
Project managed enrichment events for students at Savannah State University and the local community
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HONORS:

- **Eagle Scout**
Boy Scouts of America- earned October 2006, Mentor/Assistant Scoutmaster in Troop 204
 - **Beta Gamma Sigma International Honor Society**
Honor society for business majors at an AACSB accredited school
 - **Golden Key International Honor Society**
 - **Who's Who Among Students in American Colleges and Universities**
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RESEARCH- ADVERTISING:

- Hudson, John (2011), "Advertising Appeals on a Global Cultural Spectrum", accepted in South East Decision Sciences Institute (SE-DSI), February 23-25, 2011