

YOSEPH MEKONNEN

MARKETING INTERN

CAREER OBJECTIVE

Adaptable Marketing major currently attending Old Dominion University, with 2+ years of work experience. Aiming to leverage a proven knowledge of advertising communications, brand management, and broadcast media skills to successfully fill the Marketing Intern role at your company. Frequently praised as efficient by my peers, I can be relied upon to help your company achieve its goals.

EXPERIENCE

PRESIDENT

Theta Chi Fraternity, Norfolk, VA / Nov 2020 - Nov 2021

- Oversaw all financial transactions and created an annual budget
- Conducted social media marketing for fundraisers and sales of apparel
- Conducted interviews for potential new members
- Direct contact line between alumni and other organizations
- Fundraised \$1,995 towards the NAACP in 24 hours
- Fundraised \$665 for the USO in 48 hours
- Won the national philanthropy/fundraising award from Theta Chi Headquarters

SOCIAL MEDIA CHAIRMEN

Theta Chi Fraternity, Norfolk, VA / Nov 2020 - Nov 2021

- Approved and shared all social media posts
- Connected with different organizations via social media
- Advertised philanthropy and fundraising events
- Promptly made posts related to public fraternity conduct

T-SHIRT CHAIRMEN

Theta Chi Fraternity, Norfolk, VA / Nov 2020 - Aug 2021

- Designed apparel related to the Fraternity
- Marketed all apparel via social media
- Collected and managed funds to purchase apparel
- Networked apparel to undergraduate students, graduate students, and alumni

REFERENCES

John Teeuwen, Mortgage Loan Originator, OVM Financial
(757) 639-6935 - john.teeuwen@gmail.com - President Of Theta Chi Alumni Board

✉ ymeko001@odu.edu

☎ (719) 433-0965

📍 3117 Codorus St., Chesapeake, Virginia (VA), 23323

EDUCATION

OLD DOMINION UNIVERSITY
Norfolk, VA

Business Administration
Marketing Candidate (Expected graduation Dec 2022)

Relevant Coursework

- Marketing 311
- Basic Economics
- Wall Street 101
- Accounting 201

ADDITIONAL SKILLS

Microsoft Excel

Strategic Planning

Consumer Decision Making

Segmenting and Targeting Markets

Developing & Managing Products

Advertising and P.R.

Distribution, Pricing, and Promotion of Goods and Services

Carlton Bennett, Attorney , The Law Firm Of Carlton F. Bennett
*(757) 705-7283 - cbennett@carltonbennettlaw.com - Alumni Adviser
For Theta Chi*

**Alessandro Penalver-Sanchez, Loan Officer Assistant , OVM
Financial**
(703) 713-5285 - alessandro.p@ovmfinancial.com - Friend