

SPENCER JAMES

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ABOUT ME

My name is Spencer James. I attend Olivet Nazarene University in the Chicago Metro, and am studying Marketing Management and Business Administration. At Olivet, I am involved in Student Leadership Council, Marching band, and am an Executive Director for a mentorship program in local area middle schools. Excellence is essential in everything I do, both professionally and personally. I take pride in my leadership, organization, and strong communication.

EXPERIENCE

Fall 2020-2021 **The Spot | Retail & Social Media Management**

- Aligned brand recognition and marketing strategy through relevant branded content.
- Worked closely with retail team to optimize POS and inventory management system.
- Empowered company culture to embrace delegation and communication.

Fall 2020-2021 **Olathe College Church of the Nazarene | Facilities Team**

- Strengthened site custodian in the safety and closure of the buildings after events and activities.
- Evaluated and performed cleaning and hospitality procedures of the building before and after guests arrived.

Spring 2020-Present **Spencer James Media | Freelance Content Creation**

- Worked closely with clients to conceptualize and capture inspiration and create content that matched an appropriate audience.
- Curated a personalized business model from the ground up to turn leads into gross profit, while working through projects efficiently.
- Marketed my business to new clients and existing leads to impact the community through digital communications and marketing strategy.

Winter 2021-Present **Olivet Nazarene University Media Services**

- Serviced University community to push content through video and media production- live and pre-recorded.
- Published media and formalized records for use in archival database.
- Installation of event equipment and process to assist in delivering excellence through quality presentations and media operations.

SKILLS

Microsoft Office
-Excel Certification 2021



Adobe CC suite



Google Analytic suite



Hubspot



Webflow/ CMS



Social Media Strategy



EDUCATION

2017-2021 • **Blue Valley West High School**

3.9 GPA

2021- Present • **Olivet Nazarene**

University

BA Marketing Management & Business Administration w/MBA track

4.0 GPA

WORDS THAT DESCRIBE ME

Creative spirit, Excellence, Reliable and Professional, Organized, Self-starter, Strong Communicator, Fast learner

Enneagram: 3w2