



Aswin T. John

email: aswinjohn@vt.edu

phone: 703-581-8157

website: aswintjohn.com

EDUCATION

Virginia Tech, Blacksburg, VA

B.S. in Management and Marketing

Minor in Communications

Expected Graduation: May 2016

GPA: 3.4/4.0

COURSES

Marketing Research

Gathered data using Qualtrics.

Analyzed results using data analysis tools in Excel.

Managerial Analytics

Used Power Pivots to analyze spreadsheets with thousands of data entries.

Social Media Theory & Practice

Created native content for various social media platforms.

TECHNICAL SKILLS

Microsoft Office

- Excel
- PowerPoint
- Access

Adobe

- Illustrator
- Photoshop

Web Platforms

- Hootsuite
- WordPress
- Qualtrics

WORK EXPERIENCE

TARGET, *STORE EXECUTIVE INTERN*

📍 RESTON, VA

June – August 2015

- Ran shifts as manager: responsible for daily operations of a top-100 Target store.
- Responsible for moving the store from a task culture to a guest service culture.
- Analyzed store reports measuring guest experience and condensed information into a newsletter that was sent to store executives from each department.
- Increased guest experience score to above 90% for first time in 8 months.

COMTECH LLC, *MARKETING INTERN*

📍 RESTON, VA

July – August 2014

- Developed a marketing strategy to position a government IT contractor to reach a consumer market. Conducted industry and competitor analysis.
- Learned the uses of Salesforce, Hubspot, MailChimp, KISSmetrics, and other SaaS while researching their potential uses and benefits to the marketing strategy.
- Created marketing collateral, such as PowerPoint decks, website templates, and infographics, to illustrate new segment offerings. (*see website*)

REC-PAC, *DIRECTOR*

📍 HERNDON, VA

June – August 2013

- In charge of the operation of a summer camp for 30+ campers and 4 counselors.
- Planned daily routines, contacted local vendors to donate time and resources, handled finances, and completed performance evaluations for counselors.

FREELANCE DESIGNER

August 2011 – Present

- Created websites, t-shirt designs, logos, flyers, infographics and other designs for camps, clubs, local businesses, and universities. (*see website*)

COURSE PROJECTS

YMCA

📍 BLACKSBURG, VA

January – May 2015

- Consulted with local YMCA to find ways to draw university students to their events.
- Distributed survey to 100+ students. Conducted statistical analysis on results and compiled findings into a report that laid out action plans to reach students.

WICKED TACO

📍 BLACKSBURG, VA

January – May 2015

- Observed and analyzed business processes of local restaurant to find inefficiency.
- Used learning of productivity and lean tools to offer proposals for improvement.
- Compiled data into a presentation and report that were submitted to CEO Todd North. Wicked Taco has since implemented some of the proposed improvements.