

# John B. Smith

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## PROJECTS

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\* All projects listed are from 2021 forward.

- **Sci-Finder** – Created prototype for website/app: “Sci-Finder” using Adobe XD to connect sci-fi fans to content through an interactive streaming service concept. Also provides a potential business venture through VR into the Metaverse/Decentraland. (Website barebones available in presentation.)
- **BU CleanTech Ride Sharing** - Contributing to application with Python and Media Design (BizTech Club). There is a lot of HTML code also. Purpose of the app is to promote sustainability and save BU students money on their return trips to school/trips around town.

## WORK EXPERIENCE

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**Warner Bros. Discovery**, New York, NY

Feb. 2022 - Present

*Ad Sales Assistant*

- Assist Account Executive with managing clients for Science Channel, Animal Planet, Destination America, Discovery Channel, AHC, and MotorTrend. Daily communication with agencies, inputting data/requests into our internal system, communicating and resolving issues with the execution of media in Linear television through the commercial operations team, creating plans for units to air and ensuring their dollar amounts and accounting is correct based on client goals, targeted demos, and desired impressions.

**Pulse Media, Inc.** Watertown, MA

May 2021 – Sept. 2021

*Production Assistant*

- Pulse Media is Boston’s best-equipped full-service video production company. I assisted in establishing sets, collaborating with talent and producers, creating/manipulating media, scouting locations, and broadcasting live shots and pre-recorded content for a diverse television and film clientele while successfully working under tight deadlines. (Project list available.)

**LRT Sports**, New York, NY

May 2020 – Sept. 2020

*Sales Intern*

- Responsible for business development, digital marketing, content creation, and creative/social media. (TikTok, IG, Twitter, etc.)
- Thorough understanding of Slack app and Google/Twitter Analytics.
- Contributed to the gain of 600+ Twitter followers for company accounts, sold tickets for company events, sold ad space on our website, and interviewed pro athletes for video/written website content.

**ATM Bancorp, Inc.** East Norriton, PA

May 2017 – Dec. 2022

*ATM Technician / Sales*

- Provided technical support, processing services, training, equipment repair, generated new accounts, and overall account maintenance. (Establishing networks/communications, programming, physical repair, contract/options, client relations, etc.)
- Physically transported and loaded millions of dollars per month.
- Learned logistics planning, safety procedures, risk management, and coordinated with venue owners. (Mapped efficient routes, calculated best allocation of cash to machines per drop, scouted areas, extreme attention to detail.)

**Tavern in the Square**, Allston, MA

May 2021 – Feb. 2022

*Bartender / Server*

- Effectively communicated with many different types of people under varying circumstances and made compelling conversation when opportune. Late/early hours, teamwork to keep things running smoothly. Work quickly under pressure (very crowded bar.)

## EDUCATION

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**Boston University College of Communication**, Boston, MA

Sept. 2021

*Bachelor of Science Communication - Film & Television Production/Management*

- Cumulative GPA: 3.57. Graduated in 3.5 years.
- Boston University Division 1 Men’s Lacrosse Team - 2 years.
- 2x Patriot League Scholar / 2x Dean’s List Scholar / Member of National Society of Collegiate Scholars (NSCS).

**La Salle College High School**, Wyndmoor, PA

June 2018

- Graduate - Final GPA: 4.1 (National Honor Society)

## CERTIFICATIONS

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- Adobe Premiere and Photoshop
- Google Analytics for Beginners
- Inbound Sales Methodology
- Python for Beginners (EdX - University of Michigan)

## SKILLS, HOBBIES & INTERESTS

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*Skills/Interests:* Python Basics, Microsoft Office, Adobe Software, A.I. Google Suite, Zoom, Slack, Metaverse, Entertainment Law, Robotics, Media/Entertainment Industry, New and Upcoming Tech, Future of Media/Information Sharing & Processing.

*Hobbies:* BizTech Club, UFC, Guitar, Reading, Travel, Snowboarding, Biking, Socializing, Outdoors, Music, Sports.