

John R. Thomey

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EXPERIENCE

Ambassador, Center for Social Commerce

Spring 2016-Fall 2016

Worked as a liaison between W2O Group and the Center for Social Commerce at Syracuse University to expose Syracuse students to emerging trends and leaders in the communications industry • Managed the Center for Social Commerce's social media leading to an 18% increase in followers • Planned and executed two separate visiting executive events hosted by the center at Syracuse University • Traveled with W2O to SXSW and participated as a member of the company's social media team throughout the week's events • Published blog content related to the center's work

Intern, Syracuse University Athletic Communications

Fall 2015-Present

Drafted and edited portions of the men's basketball media guide • Developed content for the athletic department website on a weekly basis • Worked football and basketball games throughout the year • Helped operate post-game press conferences with players and coaches • Collected post-game quotes from players and coaches • Digitized prior season statistics to be uploaded to the website

Corporate Communications & Strategy Intern, W2O Group

Summer 2016

Supported the work of the Corporate & Strategy team in external and internal communications • Worked with clients across healthcare, consumer and technology industries • Developed presentation materials for team members and practice leaders • Analyzed and conducted research to build insights for clients and W2O Group • Drafted a weekly newsletter to keep team members informed of ongoing news related to the Corporate & Strategy practice • Attended relevant educational opportunities and industry events and shared key findings at team meetings • Working with fellow interns, created a project that was awarded most integrated campaign during the company-wide intern project competition • Created agendas and took notes for the Corporate & Strategy team during client and internal meetings

Press Intern, Office of the New York Attorney General

Summer 2015

Drafted and edited press releases • Pitched stories to local reporters and stations • Clipped stories about the Attorney General and important issues related to his and the justice department's work • Updated and organized media lists • Staffed press events the Attorney General conducted in the Capital New York region • Drafted a weekly newsletter summarizing the latest news and mentions of the Attorney General

Intern, Office of Senator Kirsten Gillibrand

Spring 2015

Drafted and edited greeting and recommendation letters • Clipped stories about the Senator and important issues related to her work • Helped constituents when they called or came to the office with various issues • Staffed press events the Senator conducted in the Central New York region • Helped prepare briefs on current events in the region for the Senator's visits

Campaign Intern, Dan Maffei for Congress

Fall 2014

Collected voter data by telephone and canvassing • Trained numerous volunteers on surveying • Managed a phone bank during the GOTV phase of the campaign • Staffed multiple campaign events including rallies with President Clinton and Vice President Biden.

Business Operations Intern, Environmental Chemistry

Summer 2014

Prepared a financial analysis report spanning the twenty-year history of the company for corporate officers • Represented the company at an industry trade show • Reviewed and corrected reports for administrators • Reorganized company's data storage warehouse

Undergraduate Teaching Assistant, Public Affairs Program

Spring 2014

Graded papers and homework • Responsible for eight students throughout the course • Directed the third unit of the course and taught other Teaching Assistants how to grade unit assignments • Identified and made changes to course materials for future semesters

SKILLS

InDesign • WordPress • Arc GIS • Facebook • Twitter • Instagram • LinkedIn • Hootsuite • Basic SQL • Asana • Final Cut Pro • AP Style • Vizio • Weebly • TV Eyes • Press Releases • News Clips • Microsoft Excel • Google Trends • Twitter Analytics

EDUCATION

S.I. Newhouse School of Public Communications,

2013-2017

Syracuse University

Bachelor of Science Public Relations and Double Minor in IT and Political Science

GPA: 3.63