

John (Johnny) Scull

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EDUCATION

University of Washington, Michael G. Foster School of Business

Seattle, WA

Bachelor of Arts in Business Administration, Marketing

Graduated: June 2026

Business Denmark: Decoding the Danish Model for Sustainability (Fall 2025)

Annual Dean's List (2024-25)

Santiago Canyon College

Orange, CA

Associate Degree in Business Administration

Graduated: June 2024

High Honors & Departmental Honors

PROFESSIONAL EXPERIENCE

Aesop

Seattle, WA

Retail Consultant

September 2026-Present

- Deliver personalized customer experiences through product expertise, consultation, and thoughtful brand storytelling

Madewell

Seattle, WA

Sales Associate

June 2025-September 2026

- Supported daily store operations and deliver excellent customer service at one of brand's top-performing U.S. stores
- Assisted customers with product selection and styling advice to drive sales and enhance overall shopping experience
- Built strong product knowledge across denim, fabrics, and fit to guide informed purchasing decisions

The Olivia Neal Howell Experience (TONE)

Seattle, WA

Marketing Intern

February 2026-September 2026

- Executed marketing initiatives for WALKDONTRUN 2026, a 20-block arts and music marathon in downtown Seattle
- Developed monthly drafts of "THE BEAT" newsletter to share event updates and build audience anticipation
- Designed Instagram graphics using **Adobe Express** to support event promotion and audience engagement

UW American Marketing Association (AMA)

Seattle, WA

Senior Vice President

June 2025-June 2026

- Managed 20-person executive board to facilitate weekly speaker meetings, yielding average attendance of **40 students**
- Created slide decks for meetings, including "Trend Talk" presentations of current marketing topics to drive discussion
- Executed two networking events, Marketing & Mocktails and Regional Marketing Conference, with average turnout of **70 attendees**
- Achieved **Top 10 placement** out of 340+ chapters at 2026 AMA International Collegiate Conference

Social Media Consultant

April 2025-June 2025

- Advised Seattle-based culinary school on multiplatform social media and content strategies to boost engagement
- Analyzed Instagram engagement metrics to audit online presence and deliver practical content recommendations
- Designed visually compelling content samples for Gen Z audiences using **Adobe Illustrator** and **Canva**

Event Coordinator

January 2025-March 2025

- Collaborated with cross-functional teams to organize events that drive peer engagement and increase membership
- Led 10-person team to organize one fundraiser, managing logistics and pricing strategies to earn over **\$100 in revenue**

ADDITIONAL INFORMATION

Technical Skills: Microsoft Excel, Microsoft PowerPoint, Adobe Express, Adobe Illustrator, Canva, Wix

Soft Skills: Leadership, cross-functional collaboration, detail-oriented, event management, fundraising, sales strategies