

# John (Johnny) Scull

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## EDUCATION

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### University of Washington, Michael G. Foster School of Business

*Bachelor of Arts in Business Administration, Marketing*

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

Annual Dean's List (2024–25)

Seattle, WA

Expected: June 2026

### Santiago Canyon College

*Associate Degree in Business Administration*

High Honors & Departmental Honors

Orange, CA

Graduated: June 2024

## PROFESSIONAL EXPERIENCE

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### UW American Marketing Association (AMA)

*Senior Vice President*

Seattle, WA

June 2025–Present

- Manage 20+ student executive board to streamline chapter operations and drive organizational effectiveness
- Support president in facilitating weekly meetings by leading discussions and coordinating logistics

*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 actionable 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 execute events that drive peer engagement and expand AMA membership
- Led 10-person team to organize fundraiser, managing logistics and pricing strategies to generate over **\$100 in revenue**

### Madewell

*Sales Associate*

Seattle, WA

June 2025–Present

- Support daily store operations and deliver excellent customer service at one of brand's top-performing U.S. stores
- Assist customers with product selection and styling advice to drive sales and enhance overall shopping experience

### Jamba

*Team Member*

Anaheim, CA

January 2024–September 2024

- Delivered excellent service to 50+ customers per shift, minimizing wait times and ensuring high guest satisfaction
- Collaborated with 1–2 team members per shift to uphold high service standards and coordinate tasks effectively
- Curated merchandise selection based on customer preferences and purchasing behavior to drive sales

## ENTREPRENEURIAL EXPERIENCE

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### Depop

*Independent Digital Seller*

Remote

July 2024–October 2024

- Launched C2C e-commerce storefront of secondhand apparel, generating over **\$250 in revenue** within 3 months
- Managed end-to-end operations, including listing merchandise, communicating with buyers, and shipping orders
- Utilized SEO strategies and digital marketing techniques to expand reach and boost conversion rates

## ADDITIONAL INFORMATION

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**Technical Skills:** Social media analytics, Microsoft Excel, Microsoft PowerPoint, Adobe Illustrator, Canva, Wix

**Soft Skills:** Cross-functional collaboration, detail-oriented, event management, fundraising, sales strategies