

Jalen Barlow

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EDUCATION

Kansas State University

Graduation: Dec. 2024

B.S. Advertising & Public Relations

Minor in Marketing Pursuing Certificate in Professional Strategic Selling

EXPERIENCE

Corbion Marketing Intern- Full-time

May 2023- August 2023

- Researching and learning from company's past marketing initiatives.
- Developing findings and tactics that would be most effective in bettering Corbion's email marketing efforts.
- Navigating through different platforms to communicate, create content, conduct research, etc.

Kansas State University Foundation Gift Officer- Part-time

August 2022- Present

- Reach out to Alumni of all sorts in a fast paced environment through the means of cold calling, seeking out possible donations for the college with which that Alumni graduated with their degree here at Kansas State University.
- Help Alumni with any questions they may have on their possible donations.
- Have actively fundraised over \$25,000 for Kansas State University in the past year.

K-State HDTV Videographer/Crew Member- Part-time

August 2021- September 2022

- Work as a crew member to help fulfill live broadcasts of sporting events at Kansas State University. Sports vary from volleyball, men's basketball, women's soccer, etc.
- Increased knowledge of various camera and media equipment.

Pools Plus Crew Worker- Part-time

May 2021- August 2022

- Build, repair, and treat pools of various types and sizes.
- Help customers with understanding the ins and outs of taking care of pools and spas with chemicals and other pool equipment.

INVOLVEMENT

- Media and Communication Ambassador for the A.Q. Miller School of Media and Communication
- Kansas State University Advertising Club
- Phi Delta Theta Kansas Gamma Fraternity

HONORS & AWARDS

- Inez Kaiser GKC-PRSA Memorial Scholar | *Present*
- Royal Purple Scholarship | *Present*
- David R. and Janice W. von Riesen Communications Scholarship | *2021*
- Shelter Insurance Foundation Scholarship | *2021*
- Hutchinson High School Alumni Association Scholarship | *2021*

PROFESSIONAL SKILLS & INTERESTS

- Knowledge on several media and computer software platforms such as Canva, and Final Cut Pro X, and the Microsoft Suite.
- Salesforce experience
- Google Analytics for Beginners Certificate
- HubSpot Academy Social Media Marketing Certificate
- Shown the ability to excel in 20+ hours of college level courses while participating in multiple sports throughout high school along with being heavily involved in various other institutions such as student council, choir, etc.
- Hands on experience on creating a social media strategic plan for a potential client.
- Strong ability to prioritize and complete tasks.
- Time management

REFERENCES

- Jana Thomas- Digital & Social Media Educator 913-244-4516
- Anne Bryant- Marketing and Recruitment Specialist 785-313-1303
- Ryan Hayter- Communications Professional 360-981-2929