

John Scholtz

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Education

University of Cincinnati, Cincinnati, OH

Graduated: May 2019

Carl H. Lindner College of Business

Bachelor of Business Administration, Marketing

- GPA: 3.639, Dean's List Recipient Fall 2017 – Spring 2019

Relevant Experience

Research Assistant in Consumer Behavior, Marketing

August 2018 – April 2019

- Assist in theory development, literature reviews, experimental design, survey creation, data collection, field research, data cleaning, and data analysis
- Assist in the recruitment participants and management of participant accounts
- Manage and execute experiments in a laboratory setting with average capacity of 400 participants per week
- Attend class weekly evaluating the foundations of consumer behavior, existing theories, and opportunities for theory development

Warner Bros. A-List Member

May 2017 – Present

- Contributes to surveys 2-3 times a week to provide feedback on a variety of topics
- Consistently answer and learn from the surveys to try and figure out what question to researchers were asking

Work Experience

American Rock Band Documentary

December 2018 – April 2019

Market Research Intern

- Orchestrated a survey launch with over 800 responses
- Partnered with local businesses to secure distribution for the survey
- Analyzed data and created graphs to help map out exactly what audience is interested in the movie
- Presented findings to possible investors in attempt to raise funding for the film
- Devised a Kickstarter campaign to achieve further funding

Orange Leaf, Cincinnati, OH

September 2017 – April 2019

Shift Leader

- Trained more than 10 new employees in all aspects, from talking to customers, cleaning the store, and working the register
- Regularly opened and closed store with no supervision

Cinemark Oakley Station, Cincinnati, OH

May 2015 – September 2017

Usher, Concessions, Box Office

- Handled \$2000 while ringing up concessions or tickets with 100% accuracy
- Trained new employees on how to correctly carry out all aspects of their job
- Enlisted to get customers to download a new rewards program