

John Archibald

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www.john-archibald.com

Education

JAMES MADISON UNIVERSITY

May 2022

Major – Writing, Rhetoric, and Technical Communication

Major GPA: 3.68

Minor – Creative Writing

Minor GPA: 3.42

Work Experience

ALARM.COM

November 2022 – Present

Product Marketing Manager

Arlington, VA

- Crafted briefs, presentations, and launch plans for new business products and services
- Guided sales team by coordinating and scheduling weekly sales calls and presentations
- Led team events such as Product Demo Expos, department All Hands, and more
- Captained Alarm.com's [Connected Fleet](#) 2024 launch and partner event presentations

JMU WRITING CENTER

August 2021 – May 2022

University Writing Consultant

Harrisonburg, VA

- Studied under peers in a semester-long program to learn consultation methodology
- Aided students in their writing assignments by using a diverse set of rhetorical strategies
- Observed colleagues' consultation sessions to critically analyze performance

ARCHIBALD INSURANCE

May 2019 – August 2019

Content Marketing Associate

Richmond, VA

- Coordinated eight strategic email marketing campaigns across customer life cycle
- Pulled data reporting from third party software to support email marketing campaigns

Leadership Experience

JMU ELECTRONIC DANCE MUSIC OFFICER

March 2019 – May 2022

President

Harrisonburg, VA

- Elected to serve for 150-person organization
- Collaborated with local businesses to host fundraising events
- Managed a budget of over \$9,000 to plan club events

JMU CHESS CLUB OFFICER

March 2021 – May 2022

President, Founder

Harrisonburg, VA

- Recruited over 85 interested students across campus and online to join
- Lead five-member officer board to coordinate initial club events and meetings

JMU SCIENCE FICTION CLUB OFFICER

March 2019 – May 2020

Social Media and Website Manager

Harrisonburg, VA

- Managed and planned the MadiCon Sci-Fi convention, movie nights, and social gatherings
- Maintained equipment and computer stations for gaming conferences

Skills

SOFTWARE PROFICIENCIES

Graphic Design: *Canva, DaVinci Resolve*

Document Design: *Word, Excel, Powerpoint, FadeIn, cont.*

Social Media: *Facebook, Twitter, Instagram, YouTube, Twitch, cont.*

Web Development: *Wix, Squarespace*

SOCIAL SKILLS

Marketing and Rhetoric

Public Speaking and Performance

Feedback and Consultation

Event Organization