

Jeremy M. Candelas

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EDUCATION

Cornell University – College of Agriculture & Life Sciences **Ithaca, NY**
Bachelor of Science in Communication, Minors in Business and Education **May 2018**
3.04 GPA – Dean’s List Spring 2015, Fall 2015, Fall 2016

RELEVANT COURSES

Research Methods in Communication	Marketing Principles	Conducting a National Opinion Poll
Psychology of Entertainment Media	Media Communication	Persuasion and Social Influence

EXPERIENCE

ROPER CENTER FOR PUBLIC OPINION RESEARCH **Ithaca, NY**

Student Research Assistant IV **Oct. 2015 – Present**

- Led effort to evaluate curation status of the Latin American Databank; utilized Excel and SPSS to make survey data corrections
- Recovered 92 of 122 identified missing studies from Latin America dating back to 1947 through a targeted search of our physical record archives
- Created detailed contact spreadsheets of potential data providers and their point of contact, having identified specific conference panels to attend for the purpose of proposing client partnerships
- Aided iPOLL student-worker team in surpassing Center’s record for entries, exceeding 3-year monthly average for surveys and survey questions entered by 100% and 94%, respectively

SLOPE MEDIA GROUP **Ithaca, NY**

President **Dec. 2015 – Present**

- Identified key strengths and weaknesses of our brand to create a research and strategy-driven overhaul of the organization that would lead to exponential growth
- Increased organic Facebook post reach by 126.2% and page likes by 46.6% year over year by identifying cultural trends in our target audience, emphasized in our content strategy
- Coordinated partnerships with campus organizations through the creation of engaging campaigns, sponsored content and native advertising published via our distribution platform
- Utilized Facebook insights and advertisements to yield up to a 119% increase in paid post reach
- Executed a “flash” freebie marketing campaign that generated 156 new Facebook followers (6.9% increase) in two days, later repeated for an additional 9.0% increase

RISLEY RESIDENTIAL COLLEGE **Ithaca, NY**

Office Assistant **Feb. 2015 – August 2016**

- Aided the incoming Residence Hall Director in the transition to Cornell, Risley Hall and Risley Theatre
- Assembled a motivational poster campaign that highlighted quotes from various creators and others in the fine arts in support of Risley’s status as program house for the creative and performing arts
- Assisted in the promotion of events, organizations, and various other opportunities for students

ADDITIONAL ACTIVITIES & HONORS

General Manager, Risley Theatre	Dec. 2015 - Present
Cornell Orientation Leader, Supervisor	Aug. 2015 - Present
Member, Communication Student Advisory Board	Jan. 2016 – Present
Cornell First-Year Student of the Month, National Residence Hall Honorary	Mar. 2015
Beta Theta Pi Men of Principle Scholarship Award	Nov. 2014