

Patrick Carlon

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Education

University of Connecticut, Storrs, CT

May 2024

Bachelor of Arts, Communications

Current Cumulative GPA: 3.65

Work Experience

UCTV (University of Connecticut Television Station), Storrs, Connecticut

February 2021- Present

Assistant Advertising Director

- Creating videos for on-campus organizations and local businesses and posting them on social media platforms such as YouTube, Instagram and TikTok to advertise their presence on campus.
- Collaborating with the Advertising Director in managing staff by conducting trainings, regular checkups, and running designated projects on their behalf.
- Utilizing effective leadership and communication skills by taking notes at weekly meetings to document on the agenda and collaborating with a team of students on projects concerning student life organizations.

The Stillery Bar & Restaurant, Stamford, CT

July 2020- August 2022

Server and Beverage Cart Driver

- Strengthened marketing skills by interacting with players on the golf course through the operation of driving the food and beverage cart and serving guests in the restaurant in order to increase revenues and cater to the need of the customers.
- Engaged problem solving skills with a team of people through finding solutions to dilemmas during large catering events that occurred at any given moment.

SilverSource, Stamford, CT

December 2021- December 2021

Freelance Project

- Gained experience in the professional world of video production through working with the Communications and Events manager to film and edit a promotional video for the company about a holiday gift bag drive for senior citizens in need during the holiday season.

Glenville Wine and Spirits, Greenwich, CT

June 2019- January 2020

Head Sales Associate

- Established the store's presence on social media and used both Instagram and Facebook to raise awareness of monthly and seasonal specials.
- Set up in-store displays to drive interest in monthly promotions.
- Assisted with inventory management, bookkeeping, and general customer service.

Activities at the University of Connecticut

Business Golf Club, University of Connecticut, Storrs

September 2022- Present

- Participating in weekly meetings by attending guest speaker presentations and team building activities to improve marketing skills with business professionals.

Skills

Computer: Microsoft Suite, Google Suite, iWork, Adobe Premiere Pro, Adobe Spark

Social Media Management: Instagram, Facebook, LinkedIn