

Brian David Joyner

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1010 Wood-Sage Drive
Chapel Hill, NC 27516

Creativity

Marketing

Social Media

Advertising

Promotion

EXPERIENCE

11/09 - Current

Method Savvy

Carrboro, NC

Intern at boutique brand development/sales/marketing consulting firm

- Provided guidance for integration of Word Press blog into corporate website
- Compiled comprehensive reports on Social Media/CRM tools for large and small clients
- Advised content for scheduled blog entries on Methodsavvy.com
- Administrative duties such as compiling contact information of potential clients, researching local business networking opportunities, and creating abstracts of business plans
- Researched and created location recommendations for large scale promotional event/short term promotional store
- Compiled research on industry price structures and accepted profit margin standards
- Design/Content consultant for Methodsavvy.com
- Social Media based Viral Marketing and Promotional Design

6/06 – 06/09

UNC Math/Physics Library

Chapel Hill, NC

Student Assistant

- Collection, organization, and cataloging of all reserve materials
- Continuously updated comprehensive journal inventory catalogs
- Created detailed yearly journal usage reports
- Integration of library journal archives into the electronic catalog
- Sorting and creating records of all journal duplicates
- Designed and created many of the informational/directional signs throughout library

07/07 - 08/07

International Scout Camp Bucher-berg

Breitenbrunn, Germany

<http://bucher-berg.de>

Camp Staff Member

- International representative to German scout camp
- Organized and headed all bike maintenance
- Assisted in organizing and leading daily activities
- Photographed Camp Life and facilities for newly designed interactive website tour

08/05 - 5/06

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Chapel Hill, NC

Photographer

- Staff Photographer for the UNC Yearbook

SKILLS

- Proficient in:
 - Mac OSX and Windows OS
 - Google Analytics and Webmaster Tools
 - Word Press
 - Millennium Circulation Software
 - Apple iMovie
 - Audacity
- Familiarity with:
 - Adobe Creative Suite: digital photography adjustment
 - HTML
- Published photographer
- Project organization and leadership skills
- Very experienced in customer service/client contact

EDUCATION

University of North Carolina at Chapel Hill

2005-2009

BA German Literature, focus on 20th Century Advertising in German Society

Coursework:

- Managerial and Financial Accounting
- Micro and Macro Economics
- Statistics
- Single Variable and Multivariable Calculus
- Organic Chemistry
- Studio Art

Study Abroad: UNC Study Abroad Program

Vienna School of Economics and Business Administration, Vienna, Austria Spring/Summer 2008

North Carolina State University

2005-2006

Chapel Hill High

Class of 2005

Study Abroad: German/American Partnership Program

IGS Kastellaun, Kastellaun, Germany, 2004

LEADERSHIP EXPERIENCE

Various Youth Leadership Positions

Boy Scout Troop 45, Chapel Hill

Patrol Leader, Troop Scribe, Troop Guide

Assistant Scoutmaster

Boy Scout Troop 45

Eagle Leadership Project

Boy Scout Troop 45

2004-2005

Designed, organized, and managed the complete construction of a 30 foot arch bridge

HONORS

- Order of the Arrow (Scouting's National Honor Society), Inducted in 2002
- Eagle Scout, 2005
- Dean's List, Spring/Fall 2007

ACTIVITIES

- Scouting: Started as a Tiger Cub in elementary school and currently an Asst. Scoutmaster
- Travel: Lived in both Austria and Germany and have traveled solo to 15+ nations in Europe/Asia
- Road Cycling: member of UNC's Cycling Club/Team for 3 years. Currently ride 200+ miles/week
- Outdoor Activities: recreational runner, mountain biking, skiing, backpacking, rafting, etc.
- Member of UNC's Consulting Club