

Jack Burns

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EDUCATION

Northeastern University, D'Amore-McKim School of Business Boston, MA
Candidate for Bachelor of Science Degree in Business Administration May 2025

Concentrations: Marketing Analytics & Finance | **Minor:** Data Science GPA: 3.8/4.0

Awards and Activities: 2x Dean's List, Director - 2023 Northeastern Sports Business Conference (NSBC), Sports Business & Innovation Network (SBIN), Entrepreneurs Club

Relevant Coursework: Programming with Data, Quantitative Analysis of Consumer Data, Management Information Systems, International Business

John Cabot University Rome, IT
Northeastern N.U.in Program, Semester Study Abroad December 2021

Kettle Moraine Global High School Wales, WI
Honors Diploma June 2021

Awards and Activities: National Honor Society, World Food Prize Global Youth Institute, Destination Imagination (DI) - 2017 Improvisation Global Champions GPA: 4.6/4.0

PROFESSIONAL EXPERIENCE

Direct Supply Milwaukee, WI
Marketing Intern June 2022-Present

- Redesigned LinkedIn advertisements for Direct Supply's eProcurement line of business, driving a 17% increase in click-through rate and two demo request conversions.
- Built a Python program that pulled in marketing email subject lines and categorized each email based on its subject line content, helping marketers better understand and target the types of emails contacts receive.

Target Corporation Brookfield, WI
Guest Service Advocate July 2019-January 2023

- Collaborated with teammates to provide guests with a positive in-store experience, even during the rapidly changing circumstances during the pandemic.
- Recognized by Store Director for exceptional guest service.

EXTRACURRICULAR EXPERIENCE

Need It Now Boston, MA
Co-Founder January 2022-Present

- Co-Founded Need It Now, a peer-to-peer item sharing mobile app for college students.
- Pitched at the Husky Startup Challenge, Northeastern's flagship startup competition, where the team took home a \$500 cash prize.
- Spearhead marketing, outreach, and technical teams to prepare for Fall 2023 launch.

Sports Business & Innovation Network Boston, MA
Director NSBC, Outreach Associate January 2022-Present

- Lead a team of seven associates to source panelists and sports industry representatives.
- Maximize conference budget by analyzing needs and resources of various stakeholders.

SKILLS & INTERESTS

Technical: Proficient in Python, MS Excel (Pivot Tables), Canva; Familiar with SQL, R, Tableau

Soft: Continuous Learner, Oral/Written Communication, Time Management, Problem Solving

Interests: Singing/Songwriting, Theater, LEGOs, Baseball, Basketball, Traveling, Networking