

Jaden T. Smith

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Professional Summary

An eager and driven Marketing Student with a passion for digital and print marketing. Containing practical skills and experience in the related fields through work experience and student organizations.

Education

Bachelor of Business Administration in Marketing (Expected 2027)
University of Toledo, Ohio GPA: 3.732

Minor: Constitutional Studies

Honors: Jesup Scott Honors College, Civitas Scholar

Student Orgs: Cru, Campus Forge, Statecraft and Rhetoric Club, Turning Point USA

Associate of Applied Science in Graphic Design (Graduated May 2024)
Monroe County Community College, Monroe, Michigan GPA: 3.938

Honors: Phi Theta Kappa (National Honor Society)

Work Experience

Student Communications Intern, IACTL, Toledo, OH (April 2025 – Current)
- Advised institute faculty on marketing efforts and program promotion
- Assist in event setup, preparation, and promotion.

Visual Communications Intern, Cru / Unto, Orlando, FL (May 2025 – July 2025)
- Created ducted graphic designs for physical and digital mediums
- Conducted communication and design activities in day-to-day marketing operations

Crew Trainer, McDonalds, Ottawa Lake, MI (May 2019 – December 2025)
- Trained new employees on company policies and procedures
- Prepared accurate food items and maintained the cleanliness of the restaurant

Front of House, Chick-Fil-A, Holland, Oh (Oct 2024 – May 2025)
- Provided customer service via hospitality and accurate order taking
- Assisted the Marketing Director with pitching, planning, and creating marketing content

Freelance Photography (2022 – Current)
- Captured senior, proposal, and event photos
- Delivered final photos to satisfied clients

Technical Skills

Google Workspace, Microsoft Office (Word, Excel), Canva, Adobe Creative Cloud (Illustrator, InDesign, Premiere Pro, After Effects, Photoshop, Lightroom, Audition), WordPress, and Blender.

Portfolio Information

Examples of my work can be found at www.jtsjaden.com. More available upon request.

Volunteer / Student Organization Experience

Cru

(September 2024 – Present)

Student Leader

(May 2025 – Present)

- Photographs Cru outreach operations and retreats
- Edits stunning photos for Cru social media use
- Schedules Cru social media initiatives
- Conducting outreach and evangelism
- Leading an on-campus bible study
- Meets one on one with students to build them up in their faith, and for discipleship

Statecraft & Rhetoric Club

(August 2025 – Present)

President

- Organize club meetings and activities
- Lead / Facilitate reading groups, discussions, and meetings
- Plan, develop, and delegate actions for events and event planning
- Design flyers, logos, and the brand image of the club

Campus Forge

(May 2025 – Present)

Treasurer / Co-Founder

- Co-lead group meetings and discussion
- Send communications regarding events, meetings, and activities
- Maintain an updated financial record
- Purchase ministry materials, marketing materials, and event materials
- Compile a report for donors, recording how money was spent

Turning Point USA at the University of Toledo

(October 2024 – October 2025)

President

- Organizes meetings, events, and operations as the organization's president
- Markets via flyers, social media, and direct student outreach on campus
- Tabled on campus promoting organizational values and recruitment
- Overseeing officer elections after a 260% participation increase

Whiteford Robotics, Ottawa Lake, Mi

(January 2023 – May 2024)

Mentor / Photographer

- Photographed team events and practices
- Mentored students on the communications team
- Conducted marketing operations via sponsor outreach, social media, and newsletter writing
- Designed sponsor map that appeared on the website and team jersey
- Updated website design and homepage
- Wrote season updates for the website