

Jack Fairbanks

Salt Lake City

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Education

Bachelor of Arts Communication, Westminster University, Salt Lake City, UT, anticipated August 2025

Student Consultant Experience

Consultant, Canyon Guard, Little Cottonwood Canyon, UT, Fall 2024

- Provided recommendations for social media campaign to reach target audiences on Instagram and Facebook
- The social media plan suggested three posts per week, and we included three concept posts
- Raised public awareness of issues affecting Little Cottonwood Canyons environment

Consultant, Empire Body Waxing, Salt Lake City, UT, Spring 2024

- Collaborated with client to update and streamline their website to create a better user experience
- Made a simple website design for client feedback and developer team input on Figma
- Resulted in a working website with greater user accessibility, visual clarity, and a satisfied clientele

Student Reporter, The Forum, Salt Lake City, UT, Spring 2024

- Worked to develop story topic ideas, interview sources, took story photos, and wrote news articles

Competitor, Wasteless Solutions, Salt Lake City, UT, Spring 2023

- Created a strategy to reduce food waste and help with food insecurity as part of a team competition for a local non-profit client through the David Eccles School of Business, University of Utah
- Coordinated local fast-food chains to redirect leftover food through the non-profit to the homeless public
- Team competition winner out of 16 teams and first prize of \$1000

Work Experience

Coach/Mentor, Faceoff Factory, Boston, MA, 2021 - Present

- Instructed 100+ players at all levels during single and group sessions and overnight camps throughout the United States

Intern, True Lacrosse, Salt Lake City, UT, Fall 2024

- Created four monthly social media posts with upcoming events for the True Utah Lacrosse Instagram account
- Coached 80+ players at all levels for fall practice sessions for five weeks

Athletic Experience

NCAA Athlete - Division II, Westminster Men's Lacrosse, Salt Lake City, UT, 2021 -2025

- RMAC Second Team All-Conference Faceoff position 2024 and 2025, Ranked #20 DII Faceoff player 2024

Community Engagement

Volunteer, Salt Lake City, UT, 2021-2025

- Boys and Girls Club Toy Drive, Play Day, Fall Fundraising Project
- Purple Basket Fundraiser Event
- City of Salt Lake Park Cleanup Day

Skills

Adobe Creative Cloud
Illustrator
Photoshop

Google Suite
Slides
Docs

Microsoft Office 365
PowerPoint
Word

Other
Instagram
WordPress



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References

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