

# CURRICULUM VITAE

**John R. Jell**

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## Summary

A proven leader with a strong track record of delivering results in sales and marketing with a strong ability to take initiative, be strategic, motivate others, drive progress, and professionally represent his organization.

**Leadership Experience:** (note: only senior year positions noted while maintaining full-time course load)

### **Senator for the Faculty of Business**

- Undergraduate representative elected to the University's chief governing body – 2 year term

### **President of the McMaster Marketing Association**

- 8 member executive and largest student business club with 500+ members.
- Led it to its most successful year ever.

### **Chairman of the Marketing Advisory Council**

- 10 member executive, geared to engaging students to assist charitable causes.

### **Vice-Chairman of the McMaster Commerce Clubs Council**

- Governing body for business clubs on campus.

### **Undergraduate Student Representative on the Faculty of Business Advisory Council**

- Composed of faculty, community, and business leaders setting direction for the School of Business

### **Student Representative Assembly**

- Ex-officio member on the chief student governing body.

### **Vice-President and Co-Founder: The McMaster Cycling Association**

- Student group geared to promoting cycling.

### **General Manager of the McMaster Games Room**

- Managed the student campus amusement centre with responsibility for 10 employees.
- Led it to its most profitable year ever.

**8 Committees** associated with the above responsibilities are not highlighted

## Work Experience

### **General Manager: McMaster Games Room**

**Sept. 1986 to April 1987**

Responsible for the hiring and scheduling of 10 employees as well as promoting events on campus and overseeing daily operations of this 7 day a week student amusement centre.

- Led the centre to its most profitable year ever.

### **Distribution Representative: Coca-Cola Bottling**

**May 1986-Sept. 1986**

Assisted in the sales and distribution of Coca-Cola products in the Golden Horseshoe region.

### **Direct Sales Representative: Built-In Vacuum Systems**

**July 1985-August 1985**

Sold built-in vacuum cleaner systems to residential homes. My superiors were impressed with my results and offered me my own franchise; however, I declined to complete my education.

### **Market Research Assistant: Agnew Surpass Shoes**

**August 1985-Sept. 1985**

Assisted in the compilation of data from a national survey to help the organization determine potential areas to build new stores and increase customer satisfaction.

**Retail Sales Representative: Black's Camera's**

**August 1985-Sept. 1985**

Assisted customers with their photographic needs, whether it was photofinishing or the purchase of photographic equipment.

**Promotional Sales Representative: Lynden Park Mall**

**July 1984-September 1984**

Responsible for putting a thematic promotion to draw patrons into the mall. I organized and coordinated a Sporting Goods show by renting mall floor space to local dealers and publicizing the event in the local community.

**Other Relevant Awards and Activities**

- Participated and completed the McMaster Student Union Leadership Skills Seminar.
- Coach of a Minor Pee-Wee hockey team (11 year olds).
- Chosen to represent my hometown at the "Adventure In Citizenship" Conference. This conference unites youth from across Canada annually in our nation's Capitol to get exposure to the workings of the Canadian political and economic systems as well as promote goodwill.
- Chosen to participate in a Co-op youth employment program in my hometown of Brantford
- Honor Society achieved in Grades 9, 11, and 13. (note: skipped Grade 12 to focus on Grade 13 curriculum)
- Active in helping the campaigns of several local politicians.

**Note:** I have also operated my own painting business and worked in the restaurant, newspaper, maintenance, construction, retail, and agriculture industries

**Education**

<b>Bachelor of Commerce</b>	Major: Marketing	1983-87
McMaster University	Minor: Personnel	
<b>Honors Secondary School</b>	North Park Collegiate	1979-83
<b>Graduation Diploma</b>	Brantford, Ontario	

**Ontario Scholar** in 1983 for academic achievement in Senior year

**References**

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|------------------------|-----------------------------------|
| 1. Dr. Alvin Lee       | President, McMaster University    |
| 2. Dr. George Torrance | Dean, School of Business          |
| 3. Mr. Michael Kukhta  | President, McMaster Student Union |