

JOSHUA CRUZ

Bronx, NY

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EDUCATION

Hobart and William Smith Colleges (HWS), GENEVA, NY	MAY 2024
Bachelor of Arts: Media & Society	GPA: 3.06
Minor: Italian Studies	
Spanish Studies Abroad, HAVANA, CUBA	JANUARY 2024
Studied the effects of Socialism in society through art	
Gustolab International - Borromini Institute, ROME, ITALY	FALL 2022
Study Abroad Program: Communications and Agriculture	
A.E.C.I Charter High School, BRONX, NY	GRADUATED 2020

RELEVANT COURSEWORK

Music Production, Global Video Games, Intro to Animation, Cultures of Advertising, Experimental Cinema, Global Musicals, Made in Italy

RELEVANT EXPERIENCE

APPLE, FWE SALES SPECIALIST, YONKERS, NY	SEPTEMBER 2024-JANUARY 2025
- Excelled in product knowledge and customer service, consistently exceeding sales targets by providing tailored solutions to customers leading to a 100 NPS. - Through giving the gift of a demo and using Apple steps of service, I was able to contribute to an increase in store revenue during seasonal campaigns, by providing 27 business intros and bringing awareness to all of apple. - Improved customer satisfaction by ensuring timely issue resolution and communicating with operations to get the floor back to Apple Standards.	

ADDITIONAL EXPERIENCE

J&C RESTORATION, OFFICE ASSISTANT, MANHATTEN, NY	FALL 2019-PRESENT
- Assisted in keeping track of income and expenses, and filing important documentation - Responsible for email communications with customers regarding project planning, progress reports, and scheduling changes - Pick up materials from distributors and deliver them to jobsites	
GARY AXELBANK, PRODUCTION ASSISTANT, BRONX, NY.	MAY 2024-PRESENT
- Supported live broadcast productions, ensuring seamless operation of technical equipment and live feeds, contributing to the successful airing of multiple programs. - Assisted in content creation, editing, and media coordination, resulting in a 70% faster turnaround time on production deadlines.	
HEOP SUMMER INSTITUTE, MEDIA & SOCIETY INTERN, GENEVA, NY	SUMMER 2023
- Improved students' understanding of communications coursework, leading to higher-quality creative projects and presentations. - Enhanced video editing and writing skills for 100% of participating students through targeted one-on-one and group sessions. - Successfully organized a symposium attended by faculty and peers, showcasing student projects and receiving positive feedback on their progress.	
HEOP SUMMER INSTITUTE, PEER MENTOR ADVISOR, GENEVA, NY	SUMMERS 2021 & 2022
- Mentored incoming students, improving retention rates by providing academic and social support, ultimately maintaining 100% student completion of the program. - Organized workshops on personal development, resulting in enhanced peer relationships and a more collaborative environment.	

COMMUNITY INVOLVEMENT

MINDS MATTER, MENTEE/MENTOR, MANHATTAN, NY	FALL 2017-PRESENT
National nonprofit organization that seeks to help underrepresented and economically disadvantaged students prepare for college and succeed through education	

SKILLS

Technology: Adobe Premier Pro, DaVinci Resolve, Revit, Stop Motion Animation, DragonFrame, Logic Pro X, Studio One
Languages: Fluent in Spanish and English. Proficient in Italian