

Mason Yarnell

Grand Rapids, MI 49301 | 616.350.7024 | yarnelm@ferris.edu

EDUCATION

Ferris State University, Big Rapids, MI, Expected Graduation May 2026

- Bachelor of Science in Business, Public Relations Major

EXPERIENCE

Nov. 2023 – Sep. 2024

Social Media Marketing Intern, Ferris State University, Big Rapids, MI

- Oversee social media outreach and connections across several platforms for the college of business.
- Assist program directors in updating more than 30 different degree programs on the FSU website and format individual pages to enhance program achievements.

Nov 2021 – Present

Starbucks Barista, Ferris State University, Big Rapids, MI

- Maintain a high level of customer service in a fast-paced environment.
- Create meaningful connections with customers through personalized service.
- Improve personal time management skills that translate into useful life skills.

May 2022 – Jan 2024

Sales Associate, Urban Outfitters, Grand Rapids, MI

- Created a unique shopping experience for all customers.
- Assisted with maintaining the visual appeal of the store.
- Maintained merchandising best practices, ensuring customers could find the latest trends in clothing and pop culture.

ORGANIZATIONS

- Public Relations Student Society of America (PRSSA)
 - Vice President of Professional Development, member since 2023
 - Responsible for connecting members with public relations professionals and firms through agency tours to expand our networks and learn from PR professionals through their personal career journeys.
- American Marketing Association, member since 2023
- Alpha Psi Omega National Theater Honors Society, member since 2023

References available upon request.