

John Kutilek

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EDUCATION

The University of Iowa, Tippie College of Business — Iowa City, IA

B.B.A. Marketing | Minor: Psychology | Dean's List (Fall 2023) | Graduation: May 2027

PROFESSIONAL EXPERIENCE

Founder & CEO — College Connect, LLC | Iowa City, IA

August 2023 – Present

- Founded and scaled a social media marketing company managing 26 university Instagram pages, generating millions of impressions and reaching 400K+ lifetime followers
- Lead a team of eight in developing marketing strategies, digital content, and branding solutions for students and apartment complexes
- Grew revenue nearly 13x in one year (\$8K → \$102K), then built the company's platform (collegeconnecthq.com): per-school storefronts, Stripe checkout, and an admin CMS

Marketing Consultant — The Summit | Iowa City, IA

September 2026 – Present

- Film and edit short-form video for social, including a blind-pour challenge reel with 235K+ views (135K TikTok, 100K Instagram) and an Iowa vs. Ohio State gameday promo with 41K Instagram views
- Design promotional graphics and flyers for weekly events, specials, and campaigns

Marketing Consultant — Frank's Filling Station | Iowa City, IA

September 2026 – Present

- Built the brand identity, logo system, website, and social launch for a new restaurant and bar

Marketing Intern — PayMore Electronics | Coralville, IA

June 2026 – September 2026

- Led all social media strategy and content production, delivering 27+ branded short-form videos
- Managed SEO and local search optimization, and advised on brand positioning, promotions, and B2B outreach

Event Planner & Marketing — Welcome Week USA | New York, NY

July 2025 – Present

- Led Iowa Welcome Week's two nights at The Summit, selling 1,564 tickets for \$28K+
- Produce social content, run digital ad campaigns, and support influencer and brand partnerships

Marketing Intern — Plugged University | New York, NY

June 2025 – August 2025

- Organized and managed concerts, festivals, and large-scale events
- Coordinated talent management, including outreach, booking, and supporting performing artists
- Executed social media campaigns and digital marketing strategies to maximize event visibility and attendance

Intern — Storck USA | Chicago, IL

June 2022 – August 2022

- Worked in sales, marketing, finance, and supply chain for candy brand Mamba
- Presented product and marketing ideas to brand leadership

LEADERSHIP EXPERIENCE

Chorister — Beta Theta Pi Fraternity | University of Iowa

2024 – 2025

- Led 50 new members, overseeing traditions, music, and brotherhood engagement

VP of Communications — Beta Theta Pi Fraternity | University of Iowa

2025 – Present

- Manage chapter social media, merchandise, and automated event-attendance tools

TECHNICAL SKILLS

- Technical Tools: Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Illustrator), Canva, Google Analytics, Meta Business Suite, Microsoft Office, HTML/CSS/JavaScript, Remotion