

# JOHN CENA

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## EDUCATION

Lawrence University, Appleton, WI

June 2025

**Bachelor of Arts, Major: Business, Minor: Economics, GPA:3.40**

- Study Abroad: London Centre 2023 Fall Term

## PROJECT MANAGEMENT EXPERIENCE

**Project Management Intern, Menards** | Appleton, WI

Summer 2024

- Assisted in planning, execution, and monitoring of multiple store development projects, ensuring alignment with Menards' operational goals and timelines
- Contributed in developing and implementing process improvement strategies that resulted in 10% reduction in project completion times
- Gained hands-on experience in budgeting and financial tracking by supporting the allocation and monitoring of project resources
- Participated in weekly stakeholder meetings to communicate project updates, risks, and progress, helping facilitate effective decision-making

**Business Development Extern, Thematic** | Remote

March 2024 – April 2024

- Gained comprehensive understanding of Thematic's vision, mission, and brand philosophy, applying key business development and sales concepts in daily tasks
- Developed a detailed recommendations presentation, spotlighting ideal customer personas to target, optimizing the company's marketing and sales approach
- Defined personas for social media platforms, ensuring that messaging and content strategy aligned with specific target audience segments

## RELATED EXPERIENCE

**Event Manager, Lawrence International** | Appleton, WI

February 2022 – Present

- Led the planning and execution of a major cultural event with over 300 attendees, managing all aspects including logistics, budgeting, and team coordination
- Coordinated logistics, including venue selection, catering, and event scheduling, ensuring all events ran smoothly and met attendee expectations

**President, LU Korean Cultural Club** | Appleton, WI

April 2024 – Present

- Led team of 5+ members in organizing cultural events and activities, promoting Korean culture and traditions to university community
- Organized workshops and discussions to promote awareness of Korean history, language, and current events, fostering cultural appreciation among the university community

## ACADEMIC EXPERIENCE:

- Spearheaded team project in Management & Leadership, developing and implementing strategic plan for hypothetical startup, resulting in top-grade presentation
- Designed and executed research study on the impact of different leadership styles on employee productivity, presenting results to peers and faculty

## SKILLS

Microsoft Excel, Power BI, Tableau, Microsoft Project