

JAMES MORRIS

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EDUCATION

Northwestern University: Weinberg College of Arts and Sciences, Evanston, IL

Expected June 2026

Bachelor of Arts in **Linguistics** | Minor: **Psychology**

Certification: **Segal Design Certificate**

GPA: **3.62/4.00**

Relevant Coursework: Design Thinking and Communication, Digital Project Development, Language in the Text, Language and Culture, Modern Rhetorical Theory, Psycholinguistics, and Phenomenology

ACADEMIC PROJECT

Modern Rhetorical Theory: Effective Communication and Team Dynamics Project

Sept. 2024 – Present

- Critically analyze, compare, and contrast the coaching and management strategies of 3 popular coaches in sports industry
- Perform extensive research on each coach's mission, philosophy, and highlight the effectiveness of their strategies
- Interview 7 current coaches across Northwestern Athletics to understand strategies and correlations between philosophies
- Curate resources and findings into 15-page research paper and slide-deck to be presented during fall research seminar

INTERNATIONAL EXPERIENCE

Study Abroad Participant, Universidad de Buenos Aires, Buenos Aires, Argentina

June 2024 – Aug. 2024

- Analyzed local government and policies surrounding education and contrasted findings against U.S. policies
- Interacted with native residents including Gauchos, Patagonian grasslands inhabitants and gained exposure to the endangered and extinct languages of Argentina
- Developed fluency in Spanish language during 2-month experience by living with a Spanish-speaking host family

LEADERSHIP EXPERIENCE

Vice President, Minority Business Association, Evanston, IL

Sept. 2024 – Present

- Collaborate with President in operations of student-run group focused on students interested in business
- Increase student membership by 70% during tenure as Marketing Advocate (Fall 2023 – Spring 2024) by spearheading new social media campaign
- Foster healthy partnerships through outreach and meeting with student-run groups, administrators, faculty, and alumni
- Facilitate bimonthly meetings to ensure efficiency and to create a learning forum for all members
- Research and analyze current organizational plans and propose new mission-specific direction to the executive board

Compass Mentor, Northwestern University: Student Enrichment Services, Evanston, IL

Aug. 2023 – July 2024

- Acquired and improved leadership skills and experience through a summer-long training and onboarding program
- Utilized active listening to mentor 5 first-generation students through weekly meetings during the academic year
- Coordinated weekly check-ins to support student development, address issues and concerns, and provide resources
- Trained 10 incoming compass mentors to develop skills including communication and building community

VOLUNTEER EXPERIENCE

Social Media and Content Creator, McGaw YMCA, Evanston, IL

Oct. 2022 – Present

- Promote YMCA events, offers, and programming utilizing platforms including TikTok and Instagram
- Engage with staff, volunteers, and YMCA members to create weekly content, stories, and reels raising followers by 40%
- Organize and plan monthly social media campaign projects to provide timely and effective postings and communications

ACTIVITIES

Member, Omega Psi Phi Fraternity, Inc., Evanston, IL

Feb. 2023 – Present

Recruitment Coordinator, For Members Only (FMO), Evanston, IL

Jan. 2023 – May 2024

SKILLS

Language: Fluent in Spanish

Technical: Proficient in Microsoft Office: Word, Excel, Outlook, PowerPoint, Instagram, TikTok, Canva, Google Suite