

jakedold

MARKETING STRATEGIST

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EXPERIENCE

- Stratus Dental Group: Marketing Manager/Team Lead** July '14 - Current
- Guided and lead internal marketing team to improve core deliverables and individual team member skills
 - Strategically created and implemented marketing plans for 36 dental locations
 - Developed marketing campaigns using direct mail, paid search, social media, and public relations
 - Managed marketing spend and tracked ROI of campaigns to determine marketing best practices
 - Innovated processes and procedures to create efficiencies among internal marketing teams
 - Directed media buying for digital and traditional marketing
 - Developed and executed educational webinars to increase successful implementation of marketing programs
- Jake's Signs: Owner** June '14 - Current
- Restructured the business model to more efficiently produce professional signage
 - Managed business to turn a profit in under 12 months
- Creekside Mortgage, Inc: Marketing Manager** May '13 - July '14
- Oversaw online advertising including Google AdWords, Facebook Ads, and Bing Ads
 - Developed marketing campaigns using direct mail, social media, video, and public relations events
 - Produced weekly videos, podcasts, and other creative pieces for campaigns
 - Regularly adjusted strategies for SEO and SEM
- BYU-Idaho Online Curriculum Development: Creative Developer** Nov '10 - May '13
- Managed filming, editing, and finalizing of videos for online learning
 - Developed and managed content for online courses
- Southwest Airlines: Communications Intern** May '12 - Aug '12
- Executed interviews and wrote/proofread articles for two internal publications
 - Filmed and edited several videos for the internal website SWALife.com
 - Edited and posted content to the company's internal website
 - Researched and responded to inquiries, ideas, and suggestions submitted by flight attendants
- The Ostler Group Strategic Advertising: Intern** Aug '11 - Nov '11
- Managed social and other internet marketing campaigns including Yelp and FourSquare
 - Participated in strategic media buys
 - Helped concept ads and write creative briefs
 - Created and analyzed reports to determine effectiveness of marketing campaigns

EDUCATION

MBA Student: WSU Vancouver
Expected Graduation - Winter 2017 (evening courses)

Undergraduate: Brigham Young University - Idaho
BS Communication/Advertising
Languages: English and Spanish

TECHNICAL SKILL LEVEL

RECOMMENDATION

"He clearly demonstrated his knowledge, his outstanding skill, his leadership abilities and his 110% in everything he did."

Kerry Greenwald - Owner Creekside Mortgage, Inc

RESEARCH AND ROI ANALYSIS

LEADERSHIP AND MANAGEMENT

GRAPHIC DESIGN & PRINT

WEBSITE MANAGEMENT

PUBLIC RELATIONS

MICROSOFT OFFICE