

# Alexander Evan Jerome

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## Marketing / Computer Science Dual Degree Specializing in Strategic Digital Marketing

Digital Marketing • Analytics • Design • UX • Web Development • Project Management • Award Winning Leadership

### EDUCATION

#### Robert H. Smith School of Business, University of Maryland, College Park

December 2018

- Bachelor of Science, Marketing
- Bachelor of Science, Computer Science (Dual Degree)
- QUEST Honors Fellow

Overall GPA: 3.5

### AWARDS AND SKILLS

**Smith Undergraduate Student Association Club Executive Board Member of the Year** • May 2016

**Microsoft Design Award, 1<sup>st</sup> Place** • April 2014

**Certified in Google Analytics, Google AdWords, and Google Tag Manager** • June 2015

**Adobe Certified Associate • Advanced in Adobe Creative Cloud** • Photoshop, Illustrator, Premiere, After Effects

**Programming Languages** • HTML, CSS, SASS, PHP, JavaScript/jQuery, SQL, Java, Ruby, Python, C, Lua, OCaml, Prolog

### INTERNSHIP EXPERIENCE

#### Digital Marketing, WebMechanix Digital Marketing Agency

June 2018 – August 2018

- Built content, organic and paid search strategies using Google AdWords and SEMRUSH
- Optimized UX and CRO of various companies using research gathered from Hotjar

#### Digital Innovation Lab, Gannett (USA TODAY NETWORK)

May 2017 – August 2017

- Managed 2 teams of 6 interns and applied design thinking to create corporate product strategies
- Presented product proposals to capture and retain millennials to C-level executives leading to product adoption
- Strategized, designed, and built corporate product website using Sketch, PHP, CSS, HTML and Wordpress

#### Marketing, Mindgrub Technologies Digital Product Development Agency

May 2016 – August 2016

- Created digital marketing strategies for internal marketing department using Hubspot, Google digital marketing tools, Facebook for Business Ads, and Twitter Ads.
- Spearheaded style guide creation, managed social media, and press release distribution

#### Data Analytics and Visualization, R2integrated Digital Marketing Agency

June 2015 – August 2015

- Worked with major clients including Hershey's, The National Aquarium, Volvo, and Coldwell Banker
- Conducted analysis and created tactics using Google Tag Manager, Google AdWords, and Google Analytics

### ADDITIONAL EXPERIENCE

#### Student Director, University of Maryland Student Marketing Consulting Group

May 2015 – August 2016

- Restructured and rebranded agency to land major clients and increase revenue by ten-fold
- Created campaign with click through rate of over 21% for a product launching into Lowe's Home Improvement
- Led Google Enhanced Ecommerce implementation and directed creative on redesign for client's website

#### Student Director of Marketing, Bitcamp - UMD Hackathon

September 2014 – March 2016

- Increased registration by over 100% by developing website, optimizing SEO, producing video, and designing collateral
- Created marketing strategy for social, email, print, promotional products and public relations
- Solicited event funding from many large technology firms, such as Facebook, Microsoft and Twitter

#### Student Digital Marketing Project Manager, QUEST Honors Program

September 2015 – April 2017

- Worked with Verizon and the Washington Redskins to create a handheld device solution that analyzes fan demographics
- Studied in Japan to learn design and quality techniques from brands including Toyota and Panasonic