

# Jacob Zarn

Mission: Marketing/Administrative Specialist

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## EXPERIENCE (2 Years)

### **Twin Cities Pain Clinic, Edina — Temp Marketing Assistant**

Jan 2024 - July 2024 (6 months, Full Time, In Person)

During my time at TCPC I started the development and execution of multi-channel marketing campaigns, encompassing paid and organic social media, direct mail, and television, while also managing the company's Google, Bing, and Apple business profiles. These integrated efforts resulted in a 15-20% increase in patient acquisition and brand visibility.

I also collaborated on a \$100,000 TV campaign launching in August 2024, contributing to video production, editing, and collaborating with the patients who volunteered to be interviewed. Additionally, I managed a large-scale direct mail campaign targeted to local healthcare professionals, driving referral partnerships and brand awareness with referral conversions upwards of 60%.

I actively cultivated strong relationships with referring providers through in-person visits and ongoing communication, further bolstering patient referrals. I also played a key role in the strategic planning for a substantial healthcare marketing budget, identifying effective channels and tactics. To foster industry connections and generate leads, I organized and participated in both B2B and B2C networking events. Furthermore, I actively engaged with patients through follow-up and support, resulting in increased positive reviews and improved conversion rates.

### **Fun.com Brands, Mankato — Temp eCommerce Specialist**

June 2023 - Jan 2024 (6 months, Full Time, In Person)

Ensure all new products are set up with Search Engine Optimization best practices to guarantee optimal product visibility on search engines. Position products on 20 different sites to maximize visibility and create ideal search & browsing results for customers. I analyzed and problem solved errors on both the Fun.com and HalloweenCostume.com sites and found new and innovative ways to feature and present products on mobile and standard sites. Used marketing tools to suggest related products and accessories to upsell products on our sites. Update titles, meta descriptions and meta keywords using SEO best practices. Assist in the launch of Halloween.com by enhancing search rankings and overall site performance by optimizing product titles, meta descriptions, and keywords.

## MISSION STATEMENT

To collaborate with a company, using my skills in administration, marketing, and teamwork to achieve mutual growth. I aim to create value through efficient systems, innovative campaigns, and collaboration, while building a fulfilling long-term career - possibly with opportunities for advancement.

## SKILLS

Project Management  
Brand Cultivation  
Social Media Management  
Website Management  
Search Engine Optimization  
Graphic Design  
Video Production  
Copywriting  
Referral Marketing  
Event Planning  
Administrative Support  
Cold Calling/Visits  
Executive Assistance

## **IEM/UMN, Minneapolis — *Marketing Management Intern***

June 2022 - June 2023 (1 Year, Full Time, In Person)

The overall goal at IEM was to manage the existing ten thousand members, and create campaigns to reach more healthcare and engineering professionals, in order to act as a liaison between them for research.

I supervised a group of three interns to create effective marketing strategies and campaigns for the Institute for Engineering in Medicine at the University of Minnesota in the Mayo Building. Using Canva, Hootsuite, M365 and GSuite I posted to all social media platforms daily.

I also used HTML and Meltwater to create both the monthly Dean's Update and IEM Newsletter under strict deadlines and helped several IEM administrators with organizing large events and grant reporting. One of the professionals that signed up for the Newsletters include Medtronic CEO Geoff Martha.

## **EDUCATION**

### **University of Minnesota, Minneapolis — *Sociology, B.S.***

Sept 2019 - May 2023

I studied Sociology with a specialization in Organization, Business and Nonprofits. I took many math, statistics, management, quality management and HR management courses, along with many courses related to social theory, social networking and marketing. The Organization/Business/Nonprofit track is required to take 16 credits of business courses, although I ended up taking around twice that.

## **PROJECTS**

### **Newsletters — *IEM Monthly Newsletter***

From 2022-2023 I created and managed two newsletters for ten thousand recipients every month. The [IEM Newsletter](#) and Dean's Update had recipients such as Medtronic CEO Geoff Martha.

### **Annual Reports — *IEM Annual Reports***

While at IEM I also collaborated in the creation of both the [2021-22 and 2022-23 Annual Reports](#). The 2021-22 Annual Report was partly responsible for a 100 Million dollar grant we helped create.

### **TV Campaign — *\$110,000 WCCO Campaign***

At TCPC we recently finished a complete Television Ad campaign with WCCO that I helped produce using video editing and marketing strategy.

## **TOOLS**

### **Creative Tools:**

- Adobe Creative Cloud
- CapCut

### **Productivity and Collaboration:**

- Microsoft 365
- Google Workspace
- Atlassian
- Salesforce

### **Social Media Management:**

- Hootsuite
- Meltwater

### **SEO and Marketing:**

- SEMRush
- Moz
- Neil Patel
- Google Search Console

### **Website and Content:**

- WordPress

### **Online Presence:**

- Google Business Profile

### **Advertising Platforms:**

- Meta Ads
- Google Ads
- LinkedIn Ads

### **Traditional Media:**

- Television/Radio Ads
- Mail Marketing

### **Development Tools:**

- VSCode

## **LANGUAGES**

- English
- Spanish

## **Mail Marketing — 60% Conversion Referrals**

While at TCPC I completely created a mailer marketing campaign that sent folders to potential future providers such as certain clinics I had visited in person or another source. These mailers have proven to get referral to patient conversion rates of up to 60%.

## **Social Media Marketing — Managing Multiple Accounts**

I have managed the social media accounts of Twin Cities Pain Clinic ([LinkedIn](#), [Twitter](#), [Facebook](#), [YouTube](#)), Fun.com Brands ([Instagram](#)), and IEM at UMN ([LinkedIn](#), [X](#), [Instagram](#), [Facebook](#), [YouTube](#)). I also helped create and manage paid ads on Meta/Google/LinkedIn/Insta.

## **Website Management — Multiple Projects**

Lots of experience developing websites, from <https://med.umn.edu/iem>, to <https://twincitiespainclinic.com/>, to <https://www.fun.com/>, to <https://www.halloweencostumes.com/>, to <http://codeog.com/>.

## **Buyfish.com — Buy Aquarium Goods Online**

When I was in high school and college I created an online presence on Amazon, eBay and WordPress to sell aquarium animals that I bred on my own, because I fell in love with the aquarium hobby. I sold around forty thousand dollars worth of aquarium goods on eBay, Amazon, and WooCommerce over the course of several years. Since college I stopped selling fish because there is not enough space where I live for the tanks.

## **OTHER EXPERIENCES**

### **Chalet Supervisor — 2015-2020**

Started working here in middle school as a ski instructor, but then started working in the chalet at Mount Kato in Mankato, eventually being trusted to help train in and supervise the other workers.

### **Student Infodesk — 2020-2022**

I worked at several buildings at the University of Minnesota, sitting at a front infodesk directing visitors and as the first point of contact for staff.

### **Volunteer Researcher — 2020-2021**

Helped the Lion Lab at the University of Minnesota with their website, such as uploading photos they captured studying Lions in Africa!

## **OTHER SKILLS**

HTML/CSS

JavaScript

PHP

WordPress Development

React.js

Vue.js

Angular.js

Node.js

jQuery

SQL/MongoDB

PostgreSQL

eCommerce/Amazon

Google Cloud

Microsoft Azure