

Jacob Zarn - St. Louis Park, MN - 507-720-4202 - ajakester1@gmail.com - jakezarn.com

Marketing Coordinator - Twin Cities Pain Clinic (Edina, MN) - January 2024-present

Creating and monitoring marketing campaigns on LinkedIn, Facebook and Google. Created and monitored a \$100,000 television ad marketing campaign. Developed the company website, social media and online business profiles. These resulted in a 20% increase in patient acquisition.

eCommerce Specialist - Fun.com (Mankato, MN) - June 2023-January 2024

Ensured all new products were set up with SEO best practices and effective upsells. I analyzed and fixed website problems on Fun.com and HalloweenCostumes.com. I also assisted in the launch of their new venture Halloween.com, collaborating with popular influencers on Instagram.

Marketing Management Internship - IEM/UMN (Minneapolis, MN) - June 2022-June 2023

Managed a spreadsheet of thousands of Institute for Engineering in Medicine members. Created campaigns for all of their social media, including email marketing. I created HTML newsletters each month to send out to our members, such as Medtronic CEO Geoff Martha. I also helped extensively with creating large marketing events such as the IEM Annual Conference of IEM Innovation Week.

Sociology, B.S. - University of MN (Minneapolis, MN) - September 2019-May 2023

Special Skills - SEO, PPC, Web Development, and Adobe CC.

Personal Projects - vhane.com