



Austin B. Jacobs

✉ austin.b.jacobs@gmail.com

☎ (303) 910-4571

in linkedin.com/in/abjacobs

Marketing Experience

Brand Strategy Analyst

Illumina

San Diego, CA

Sept 2016 – Present

- Developed brand equity study and guided outside partner in administering the study
- Evaluated 9 top tier brands on their visualization of logo under a branded house strategy
- Investigated the true value of branding in B2B and healthcare through academic research and case studies

Brand Marketing Intern

Illumina

San Diego, CA

May 2016 – Aug 2016

- Initiated creation of corporate Snapchat account for talent acquisition purposes. Designed and launched geofilters at Illumina corporate events to generate 220 uses and 7,170 impressions
- Synthesized three different databases with 3,500 product naming variations down to 250 names for interactive repository
- Investigated the origin of branding aspects of eight different areas of the world and mined best practices to create recommendations on how to brand San Diego as the Capital of Genomics
- Orchestrated competitive packaging analysis of ten companies to optimize Illumina product packaging

Corporate Sponsorship and Branding

University of San Diego Athletic Dept.

San Diego, CA

Jan 2016 – May 2016

- Developed new approach to presenting sponsorship opportunities to qualified leads for corporate sponsorship
- Rebranded the university within San Diego through partnerships with local restaurants and businesses

Research Assistant, Creative Change

University of San Diego

San Diego, CA

Feb 2015 – Jan 2016

- Critically analyzed 55 unique marketing campaigns to identify themes to be applied to creative change framework
- Coded data gathered from interviews to analyze how creative ideas are implemented at major companies

Leadership Experience

Co-Founder and Co-President

National Collegiate Student Section Assoc.

Denver, CO

April 2014 – Present

- Chartered annual Twitter contest to crown the top student section with \$1,000 sponsored prize. 40,000 votes cast in 2016
- Pioneered annual national convention. 2016 convention had 25 schools, 55 participants, and \$12,000 in revenue
- Managed and delegated tasks to 6 other executive board members across the nation through effective communication skills

Education

University of San Diego, 2017

Honors BBA Marketing

Honors BBA Finance

4.0 Major GPA

3.94 Cumulative GPA

University of Otago, Fall 2015

Dunedin, New Zealand

Coursework

Prescriptive Business Analytics, Marketing Analytics, Biomedical Ethics, Marketing Research, Advertising and Promotions, Marketing Strategy, Consumer Behavior

Honors Thesis

Impact of Photo Angle on Food Consumption

- Designed survey and analyzed results of 400 participants using SPSS and Excel

Skills, Clubs, & Interests

Skills: Data analysis, strategy, creative problem solving, interpersonal communication, identifying themes, organization

Clubs: American Marketing Association, Beta Gamma Sigma, Jewish Student Union (President), Preceptorial Assistant, International Buddy Program

Interests: Traveling the world to gain global experience, professional and collegiate athletics, skiing, golf, basketball, adventure sports