Jackson Aaron

Contact Information
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Skills
MARKETING: Print Advertising, Web Management, Social Media Management, Snapchat Geofilter Advertising, HTML, CSS, Web Design, Adobe Photoshop, Adobe Illustrator

BUSINESS OPERATIONS: Proficient in MS Office, Lead Generation, Music Publishing, Client Management, Payment Operations, Customer Service, CRM, Outbound Calling, Co-Vending, Customer Service, Administration Proficiency, Prospecting, Presentations, Google Suite

SOFT SKILLS: Verbal Communication, Results Driven, Problem Solving, Quick to Adapt, Working Independently, Collaboration, Multitask

Certifications
HubSpot: HubSpot Sales Software Certified
Issue Date: November 2019 – November 2020
CITI Program, A Division of BRANY: Human Behavioral Research Investigators and Key Personnel
Issue Date: September 2019 – September 2021

Summary

An award-winning, entrepreneurial, and innovative business student with proven and tested sales, lead generation, customer service, account management, and digital media marketing skills.

Education
2020 SUNY Plattsburgh Bachelor of Science
Majors: Marketing and Business Administration Minor: Global Supply Chain Management
Cumulative 3.5 GPA. Awarded Mark Rabin Memorial Marketing Scholarship.
Alpha Sigma Phi Fraternity - Elected for two positions of VP of Philanthropy and Community Service, VP of Finance

Employment
Barstool, Campus Sports Viceroy for Barstool SUNY Sept. 2019 - Current
- Boosted social media impression on a weekly basis to 356,700 on Twitter and 729,680 on Instagram by integrating daily content curation, frequent follower interaction, collaboration with other viceroys, digital content creation, and planning with management.
- Capitalized on the Cortaca football game to create a custom Barstool T-shirt and promoted it across social media channels: TikTok, Twitter, and Instagram generating $3,500 in sales revenue in two weeks.

Campus Advantage, Community Assistant
Plattsburgh, New York   Feb. 2018 - Current
- Achieved a pre-leasing that exceeded occupancy by 7% higher than the property has ever been occupied by maximizing sales potential with marketing materials for events, client outreach, and lease promotions along with coordination with the rest of the leasing team.
- Contacted an average of 10-18 prospects daily through Knock CRM: outbound calling, email, text messages, and scheduling property tours to obtain new leases.
- Awarded the 2019 Campus Advantage Community Assistant Honor Roll for demonstrating superior service and leadership at my community during 2018.

Wayward Publishing, CEO & Founder
https://www.waywardpub.com/   June 2017 - Current
- Published over 30 songs on major streaming and download platforms like Spotify and Apple Music, which have collected over 1,000,000 streams and earned over $4,000 in royalties.
- Acquired over 70 leads through direct social media outreach, website optimization, targeted social media posts, and creating playlist opportunities for artists on platforms like Spotify and Soundcloud.

Randall Woodfin Campaign, Grassroots Intern
Birmingham, Alabama   June 2017 - Aug. 2017
- Executed a Snapchat Geofilter advertising campaign to reach almost 15,000 users.
- Effectively canvassed communities and targeted neighborhoods generating 11,500 new voters who have never voted in a municipal election.
- Accelerated voter acquisition through MiniVan Data Collection/CRM App and employing one on one contact with voters for outreach expansion of Woodfin's campaign through both door to door and phone.

Aaron Law Firm, Marketing Coordinator,
Alabaster, Alabama   May 2017 - Aug. 2017
- Revitalized marketing materials to further expand reach to both potential clients and business partners this included personalized marketing mail outs and promotional items for events.
- Strengthened web and social media presence by composing daily posts consisting of Rich Media, Blogs, and Legal Advice for Aaron Law Firm on Twitter, Facebook, and Instagram.