

# JACK NORQUIST

---

JACK.NORQUIST@OUTLOOK.COM

218.820.0795

---

## Education:

**University of Minnesota:** BBA in Marketing  
2021

## Skills:

- Proficient in Marketing Analytics
- Digital Marketing Improvement
- Marketing Development
- Creative and Critical Thinking
- Sales
- Website Development

## Experience:

**Ducks Unlimited**, Duluth, MN

December 2022 to Present

*Charitable Gambling Coordinator*

- Managed team of five to eight people
- Performed daily audits and cash tracking for ten locations
- Responsible for inventory management

**Great Lakes Stone Supply & LouAda Granite**, Duluth, MN

December 2021 to December 2022

*Marketing Manager*

- Developed and executed quarterly marketing strategies
- Created, maintained, and strengthened the organization's overall brand through all media avenues
- Increased digital presence through website development and management, google analytics, and google ads
- Prepared and executed advertising strategies
- Developed marketing strategies for new business ventures within the company
- Created actionable promotional material

*Sales Representative*

December 2020 to December 2021

- Conducted business to business and retail sales
- Explained and demonstrated the features of hundreds of stone/landscaping products
- Developed marketing strategies for new business ventures within the company
- Prepared diligent estimates and consultation for numerous stone products
- Communicated with customers through the entire project to ensure optimal customer satisfaction

**Heart Berry**, Duluth, MN

*Intern: Social Media Marketer*

January 2020 to April 2020

- Used social media platforms to optimize the way the organization reached its customers for selling Native American art
- Responsible for supporting long term product strategies and developed tactics to creating compelling stories that bring product to life
- Through a clear understanding of trends, market dynamics, and consumer insights, contributed to developing and building clear value propositions across key categories and products
- Collaborated with the marketing team on ideas to help enhance and grow the company's brands
- Translated consumer and trend insights into actionable opportunities
- Contributed and built on long term strategies, author briefs and led tactical executions of product marketing campaigns
- Assisted in monitoring active marketing campaigns and developed ways to improve the campaigns
- Worked alongside cross-functional partners to translate strategies into innovative tactical executions across digital and retail channels
- Worked within tight deadlines, adjusted to changes in priorities and balance short-term needs with long-term strategic initiatives

# JACK NORQUIST

---

JACK.NORQUIST@OUTLOOK.COM      218.820.0795

---

**Fleet Farm-** Baxter, MN ·  
*Sales Associate,*

June 2015 to May 2020

- Learned effective communications skills through interaction with thousands of customers
- Balanced several tasks simultaneously, including customer phone calls, in-store questions, and inventory calculations