

Jake Gold

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Professional Summary

Quantitative, creative undergraduate with several years experience in student journalism, research, teaching, digital marketing, and activism, seeking to use my skills in a temporary summer position.

Education

University of Virginia / Charlottesville, VA / May, 2020

- Studying economics, government, and applied math

Work Experience

Digital Marketing Intern / Virtru / Washington, D.C. / Jan. 2017 — present

Virtru is a cybersecurity startup that helps organizations protect their data. I work on digital advertising, mid-funnel optimization, and content creation. Responsibilities and achievements include:

- Developed and currently oversee our Google Adwords strategy. Campaign is profitable each month and drives a 6x pipeline ROI.
- Designed landing pages for inbound traffic that increased conversion rates by 45 percent.
- Research and write content for sales enablement, blogs, presentations, and whitepapers.
- Develop and execute optimization — experiments to increase target account conversions using rigorous data-driven analysis.

Associate News Editor / The Cavalier Daily / Charlottesville, VA / Jan. 2018 — present

The Cavalier Daily is the premier student newspaper at UVA. Responsibilities include:

- Reporting on local governance and student affairs on short deadlines
- Earned frequent commendations for excellence in writing and reporting

Research Assistant / The Justice Tech Lab / Charlottesville, VA / Feb. 2018 — present

Assisted Professor Jennifer Doleac in obtaining, cleaning, and analyzing criminal data. Frequently use FOIA requests for data procurement and Zotero for citation management.

Assistant News Editor / The Miami Student / Oxford, OH / Oct. 2016 — Dec. 2017

The Miami Student is the chief student newspaper at Miami University. Responsibilities included:

- Reported on local governance, including city council and student government
- Organized, directed, and moderated Oxford's first-ever city council debate

Undergraduate Associate / Miami University / Oxford, OH / Aug. 2017 — Dec. 2017

Undergraduate teaching assistant for the business school course 'Foundations of Business,' in the Farmer School of Business first-year core. Responsibilities included:

- Teaching students fundamental business concepts
- Mentoring students throughout a semester-long, real-world consulting project

Skills

- Python, R, Javascript, SQL, Tableau, and HTML/CSS
- Wordpress, Google Optimize, and Optimizely
- Google Analytics, Hubspot, and Salesforce
- Google AdWords, Facebook Ads, Twitter Ads, and LinkedIn Ads
- Microsoft Office and Adobe suites