

Jake DeLeeuw

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Experience

Protolabs

Maple Plains, MN

Sales Representative; Project lead

Sept 2023 - Dec 2024

- Founded and tested new sales process among junior and senior sales teams, increasing project close rates on handoffs by 30%
- Managed a rotating portfolio of 20-40+ concurrent manufacturing projects with a combined valuation of \$150,000+, ensuring all milestones were met within strict 2-4 week production windows.
- Cooperated with cross functional internal teams (Engineering, Production, Quality, Customer Service) to align project requirements and successfully meet precise customer specifications and timelines
- Conducted in-depth discovery and needs assessments with clients to define project scope, objectives, and critical success factors for prototype development and rapid manufacturing
- Navigated complex stakeholder environments, effectively managing expectations and securing buy-in from diverse client teams at all levels of seniority to drive project completion
- Utilized Salesforce and HubSpot to generate reports, monitor project progress, and maintain accurate client records

Sail LLC.

Edina, MN

Intern Marketing Coordinator

Dec 2022 - May 2023

- Contributed to digital advertising strategy by executing keyword analysis, developing targeted ad copy, and implementing bid adjustments across Google Ads accounts to drive online visibility and lead generation
- Managed a social media content calendar, resulting in on time posts and high client satisfaction
- Designed SEO content in collaboration with the marketing team, focusing on optimizing search engine performance and audience reach

Skills & Interests

Skills: Salesforce, HubSpot, Jira, ERP systems (Proprietary) - materials management, Waterfall, Agile, Project charters, Project plans, RACI charts, Gantt charts, Task estimation, Retrospectives

Certifications: Google project management certificate | Issued by Google, 2025

Interests: Basketball, Programming, Chess, Board games

Leadership & Activities

American Marketing Association

Dec 2019 - Aug 2023

President/VP

- Organized trip and fundraising for the Chicago national AMA convention
- Lead team of 5 to school's first national victory in 30-year history for marketing strategy out of 50 other schools from across the country
- Achieved first place in Coca Cola's regional marketing strategy competition

Education

Saint Cloud State University

St. Cloud, MN

Bachelor of Science (B.S.), Entrepreneurship

Dec 2023

- Gained international experience through a semester abroad at Rikkyo University Japan, studying International Business and cultivating Japanese language proficiency