

Jake D. DeLeeuw

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Work Experience

Protolabs

Sales Representative; Project lead

September 2023 – December 2024

- Orchestrated the development of new products from prototype through production, guiding clients from prototype validation to scalable production readiness by translating complex technical requirements into actionable manufacturing plans
- Created and tested new sales process among junior and senior sales teams, increasing project close rates on handoffs by 30%
- Conducted in-depth discovery and needs assessments with clients to define project scope, objectives, and critical success factors for prototype development and rapid manufacturing
- Collaborated with cross-functional internal teams (Engineering, Production, Quality, Customer Service) to align project requirements and successfully meet precise customer specifications and timelines
- Utilized Salesforce and HubSpot to monitor project progress, maintain accurate client records, and ensure timely follow-ups throughout the manufacturing lifecycle
- Navigated complex stakeholder environments, effectively managing expectations and securing buy-in from diverse client teams at all levels of seniority to drive project completion

Sail LLC.

Intern Marketing Coordinator

December 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, scheduling and preparing posts for timely output across various platforms to ensure consistent brand messaging

Walmart

Intern Operations Manager

May 2022 – August 2022

- Coordinated daily tasks and communicated effectively with store management and associates to ensure efficient task prioritization and alignment with daily operational objectives
- Assisted in the strategic planning and execution of large-scale seasonal retail rollouts, including the annual Back to School campaign, ensuring timely merchandising and inventory readiness

Education

Saint Cloud State University

Bachelor of Science (B.S.), Entrepreneurship

- Gained international experience through a semester abroad at Rikkyo University, Japan studying International Business and cultivating Japanese language proficiency
- American Marketing Association chapter president leading team to national competition achieving 1st place out of 50 top schools

Certifications

- Google Project Management – Coursera | Issued by Google, 2025