# JAKE FRANEK

(646) 535-2251 | jakefrn@gmail.com | linkedin.com/in/jakefrn | jakefr.me

Specializing in client-side technologies to provide user engagement and digital marketing insights- drawing on experience in front-end development, analytics, SEM, and product management.

---

### DIGITAL STRATEGIST
**New York Tour1**
04/2014 - Present

*911groundzero.com*
*newyorktour1.com*
*paristour1.com*
*LAtour1.com*
*thewallstreetexperience.com*
*Insidebroadwaytours.com*

- Developed and managed all aspects of company's portfolio of websites and blogs to help obtain 20,000+ collective reviews and rank #1, #3, #11, and #12 on TripAdvisor for tours in NYC
- Lead internal discussions about effectiveness of digital marketing strategies and provided business insights based on analyses from custom data reports
- Managed implementation of enhanced visitor and transactional analytics, and validated reliability of client-side data collection on 500k+ annual online visitors by running regular and ad-hoc QA tests
- Maintained consistent YOY growth in organic and social media acquisition through extensive SEO and SEM research, identifying on-site opportunities and assessing SERP competitive landscape to guide social marketing, content strategies, and web design
- Implemented improvements to internal operational bottlenecks for over 100 employees by coordinating development of intranet and developing automation tools
- Hired and worked with remote PPC consultants and developers on issues

### WEB DESIGNER - **Self**
01/2014 - 05/2014

- Set up basic websites and provided support for local small business owners

### PRODUCT ASSISTANT
**DC Connect**
05/2011 - 04/2014

- Assembled, configured, and tested components to ensure functionality
- Designed graphics for kiosks and interactive displays and marketing material
- Wrote step-by-step instructions and troubleshooting guides for clients, and updated internal production information

---

### Parsons The New School for Design
Design Management, BBA

*Coursework Included: Data Visualization, Qualitative Research Methods, Design-thinking, Project Management, Rapid Prototyping, Graphic Design, Business Innovation, Service Design*

---

| | |
|---|---|
| WEB DEVELOPMENT: | HTML, CSS, jQuery, JavaScript, Node.js, PHP, SQL, Git CLI |
| ANALYTICS: | Google Tag Manager / Analytics / Optimize / Attribution / Tag Assistant, Campaign UTM Builder, Chrome DevTools, WASP.inspector, Structured Data Tool, GTmetrix |
| SEM + SEO: | AdWords, Facebook Ads, SEMRush, Ahrefs SEO, SpyFu SEM, Google Search Console |
| PRODUCT MANAGEMENT: | Technical Requirements, Feature Set Writing, Scope Definition, Storyboarding |
| DESIGN: | Adobe Illustrator / Photoshop, Wireframing, Graphic Design, Content Management |