

JAKE FRANEK

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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
- 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 media marketing and content strategies, and web design
- Implemented improvements to internal operational bottlenecks for over 100 employees by coordinating development of intranet and automation tools
- Managed implementation of enhanced visitor and transactional analytics, and validated reliability of client-side data collection on 500k+ annual online visitors
- Lead internal discussions about effectiveness of digital marketing strategies and provided business insights based on analyses from custom data reports
- Hired and worked with remote PPC consultants and developers

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

[Online Course Certifications](#) Advanced Google Analytics (American Marketing Association Approved) • SQL Essential Training • JavaScript for Web Designers • Learning Chrome Web Developer Tools • The DOM in JavaScript, jQuery, AngularJS, and React

Web Development

HTML, CSS, jQuery, JavaScript, Node.js, PHP, SQL, Git CLI

Analytics

Google Tag Manager / Analytics / Optimize / Attribution, DevTools,

SEM / SEO / PPC:

AdWords, Facebook Ads, SEMRush, SpyFu, Google Search Console

Product Management

Technical Requirements, Feature Set Writing, Scope Definition, Storyboarding

