

JAKE FRANEK

digital marketing / product management / analytics / client-side technologies

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
- Implemented improvements to internal operational bottlenecks for over 100 employees by coordinating development of intranet and automation utilities
- Trained employees on website management and in-house content creation
- Hired and worked with remote marketing consultants and developers
- Provided input into business development and organizational needs: exploring traction channels for growth, researching potential useful technologies, and evaluating custom solutions

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

- 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
- Assembled, configured, and tested components to ensure functionality

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, MySQL

Analytics

Google Tag Manager & Analytics, Chrome DevTools, WASP.inspector, GTmetrix

SEM / SEO / PPC

AdWords, Facebook Ads, SEMRush

Product Management

Technical Requirements, Feature Set Writing, Scope Definition, PivotalTracker