

# JAKE R. WEISS

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## PROFESSIONAL SUMMARY

Detail-oriented project manager with 6 years in team leadership, data management, data analysis, customer service management, and a skill for learning new software, operations, and problem solving.

## EDUCATION

**University of North Carolina Charlotte**  
Business Analytics, B.S.B.A.

08/2019 - 05/2021

## EXPERIENCE

**Director of Implementation and Marketing**

09/2018 - Present

*Smart Insurance Strategies, Mooresville, NC*

- Built a thriving customer base through lead generation techniques.
- Achieved a 48x improvement in lead generation efficiency through Python scripts and Excel.
- Managed all marketing and cold email outreach via Constant Contact, Mail Gun, Lead Connector, and Brevo (Sendinblue).
- Developed lead tracking systems and client databases in Google Sheets, now full CRM implementation with GoHighLevel.
- Performed data cleaning and record validation utilizing Excel and Python.
- Designed intake forms and surveys in Google G Suite to collect client information to integrate into company developed data tracking systems.
- Analyzed email marketing and website traffic reports using statistical techniques for the purpose of increasing click-through rate.
- Developed familiarity with Domain Name System (DNS) records and Search Engine Optimization (SEO).
- Calculated quotes and insurance plans via proprietary quoting software based on applicant assessment.
- Performed data entry and submitted forms for insurance policies in Top Broker CRM and other companies proprietary software.

## Salary Cap Efficiency Analysis

*University of North Carolina Charlotte*

- Served as Team Lead for Charlotte FC sponsored project.
- Investigated the relationship between money spent and points-per-game for 23 soccer teams to determine future budgets and planning.

## INVOLVEMENT

**New Member Educator**

*Alpha Epsilon Pi*

## SKILLS

● Microsoft Excel	● Microsoft Access	● Python	● SQL
● Microsoft Word	● Google G Suite	● R	● Tableau
● Microsoft Powerpoint	● IBM SPSS	● STATA	● SAS