



Jason Leinart

Digital Marketing Manager

Team leader, strategically minded marketing director with 5+ years of experience in the field. Proven track record of identifying data driven solutions to drive revenue growth for one of Detroit's largest hospitality groups. Seeking to leverage data analytics skills to provide insights and business intelligence into guiding decisions for finding, tracking and solving larger problems.

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AREAS OF EXPERTISE

Marketing Strategy

Brand Development

Social Media Management

Paid Ads (Facebook, Instagram, Google)

Email Marketing

Data Analysis

Google Analytics

Microsoft Office

Consumer Insights

SEO

Project Management

Content Strategy

Google Tag Manager

WORK EXPERIENCE

Marketing Director Detroit Optimist Society

08/2016 - 08/2020

Detroit, MI

Hospitality group overseeing 7 bars and restaurants under management with annual revenue of \$10M.

Achievements/Tasks

- Social media management for 7 brands totaling 100k followers on Instagram and 80k followers on Facebook. Oversaw 3 brand launches that each achieved 11k+ Instagram followers as leaders in their market niches.
- Managed ad spend of \$30K across Facebook and Instagram, including short term boosted posts and long-term strategic campaigns.
- Executed website redesigns and updates at multiple properties that achieved annual revenue improvements of \$60k in gift cards, events, and merchandise sales.
- Launched the Sugar House Whiskey Society Facebook group that resulted in \$30k annually in members only events and merchandise sales, as well as generating increased brand loyalty and enthusiastic brand ambassadors.
- Developed system for reporting and analysis of all operational and marketing KPI's which informed decisions made on premises and at executive level.

Digital Marketing Specialist The Sugar House

06/2014 - 08/2016

Detroit, MI

Recognized by GQ Magazine, Bourbon Review, and the James Beard Foundation as one of the best bars in America.

Achievements/Tasks

- Developed and managed email marketing campaigns in Mailchimp that achieved \$20K in revenue annually with open rates 10% higher than the industry benchmark.
- Achieved organic social media growth of 475% on Instagram (to 10K) and 77% on Facebook (to 16K) resulting in increased brand awareness and engagement rates.
- Executed a website redesign and SEO strategy in Wordpress that achieved a 40% reduction in bounce rate, a Top 5 ranking for target keyword, and 3k additional email subscribers.
- Coordinated with local, regional, and national media outlets for morning news segments, staff profiles, product features, and new menu release coverage.

CERTIFICATES

Facebook Blueprint Marketing Science Professional
(05/2020)

Google Ads Search Certification (11/2020)

Hubspot Inbound Marketing Certification (11/2020)

Google Ads Display Certification (02/2021)

CERTIFICATES

Google Analytics Individual Qualification (02/2021)

Google Ads Measurement Certification (02/2021)

Google Ads Video Certification (02/2021)

Hubspot Email Marketing Certification (02/2021)

EDUCATION

Bachelor of Arts - Economics

University of Michigan - Dearborn

08/2012

Dearborn, MI

Achievements

- Dean's List: 3 Semesters.
- Held positions of 2nd Vice President and Pledge Educator in the Delta Sigma Phi fraternity.

Master of Science - Business Analytics

University of Michigan - Dearborn

Dearborn, MI

In Progress

- Management Science, Simulation, Six Sigma, Applied Statistical Modeling

VOLUNTEER EXPERIENCE

GED Tutor

The Education Experience at St. Vincent and Sarah Fisher Center

08/2011 - 03/2020

Detroit, MI

Provides educational programs, basic skill building and academic enhancement for at-risk children and adults.

Tasks/Achievements

- Worked with adult students on math and reading comprehension to help them achieve their goal of passing the GED test.

Team Organizer

Law Enforcement Torch Run Polar Plunge

2014 - 2019

Detroit, MI

Annual winter event in support of Special Olympics.

Tasks/Achievements

- Set up all team pages each year and actively promoted event on social media to raise \$5k for Special Olympics.