

## JACOB FOWLER

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## EDUCATION

**The University of Texas at Dallas**

December 2019

*B.S., Finance*

GPA: 3.14

**North Central Texas College**

December 2016

*Associate of Science, General Studies*

## EXPERIENCE

**Siter-Neubauer & Associates**

April 2022 - Present

*Marketing Coordinator*

- Refreshed branding assets, promotional flyers and brochures in Photoshop and InDesign
- Initiated Google Analytics 4 tracking and website content updates on company Wordpress site
- Maintained social media, newsletters and email job alerts for nursing and medical device roles
- Troubleshoot and created weekly HTML email templates for recruitment team

**Beacon Hill Preparatory Institute**

October 2019 – April 2022

*Marketing Associate*

- Supervised interns by creating schedules, expectations and tasks for 8 week internships
- Implemented and ran Google Analytics along with earning a monthly \$10,000 Google Ad grant
- Coordinated Wordpress site redesign, copywriting, photos, testimonials and landing page layout
- Automated 1000+ student graduation certificates using data merge in Adobe InDesign

**Freelance Marketing and Design**

November 2017 – Present

*Graphic Designer*

- Designed titles and thumbnail layout for Syntaur, a music retailer with 40k+ YouTube subscribers
- Coded a kerning table GREP script for Adobe InDesign and portfolio site in vanilla CSS and HTML
- Updated sites in Wordpress with plugins such as Cornerstone, Elementor, and WPIDE
- Created client SVG location map with pop up modals using JQuery, HTML and CSS

## CERTIFICATIONS

**CSS Essential Training**

June 2022

- Passed 4.5hr LinkedIn learning course covering CSS classes and usage in conjunction with HTML

**Google Analytics Basic and Advanced Level Course Completion**

Expires March 2023

- Completed Analytics Academy courses for basic and advanced level Google Analytics

## ADDITIONAL INFORMATION

Eligibility: (USPR) Eligible to work in the U.S. with no restrictions