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
- Purchased and ran Facebook ads for job listings with healthcare recruiting team
- Created email opportunity alerts for healthcare, medical device and banking jobs
- Managed company social media in Hootsuite and worked daily with CRM, Canva and Dropbox

Beacon Hill Preparatory Institute   October 2019 – April 2022
Marketing Associate

- Directly 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
- Utilized software like Canva, Adobe CC and Asana daily for our marketing needs
- 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

- Edited in Adobe After Effects and Premiere 20+ training videos for Utiliko CRM software
- Designed titles and thumbnails for Syntaur, a music retailer with 38k+ YouTube subscribers
- Coded a kerning table GREP script for Adobe InDesign and portfolio site in vanilla CSS and HTML
- Created numerous visual assets ranging from T-shirts and social media logos

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   March 2020 – 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