



# JACOB FOWLER

Hey there, thanks for taking a look at my portfolio!  
You can contact me at my email below.



[jcf170030@gmail.com](mailto:jcf170030@gmail.com)

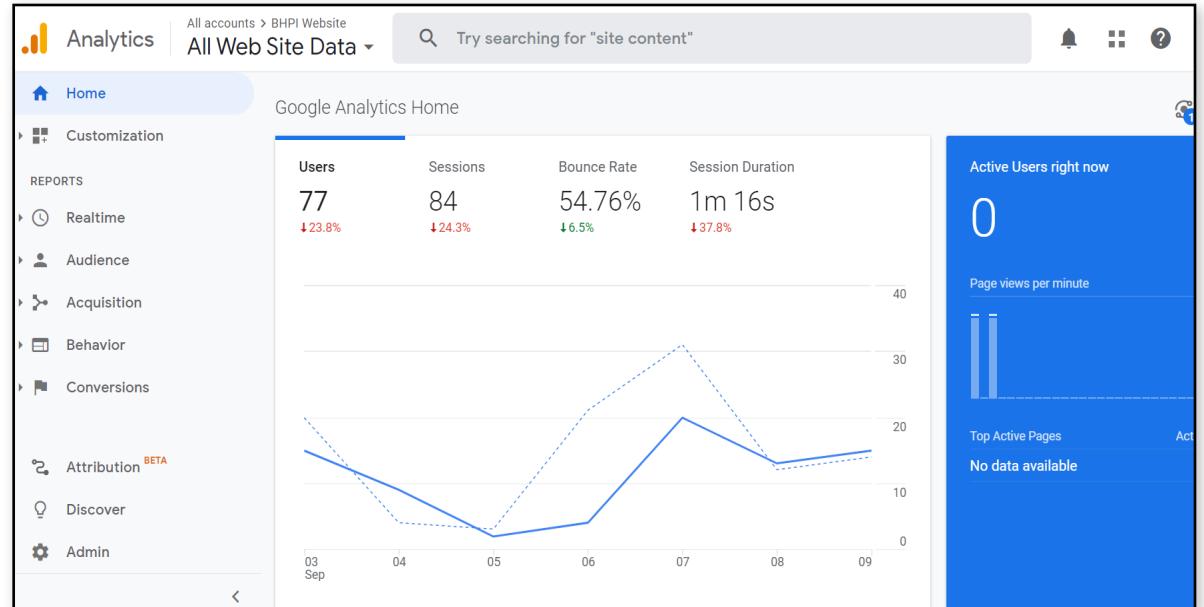
[linkedin.com/in/fowlerjacob](https://linkedin.com/in/fowlerjacob)

[behance.net/jcf170030](https://behance.net/jcf170030)

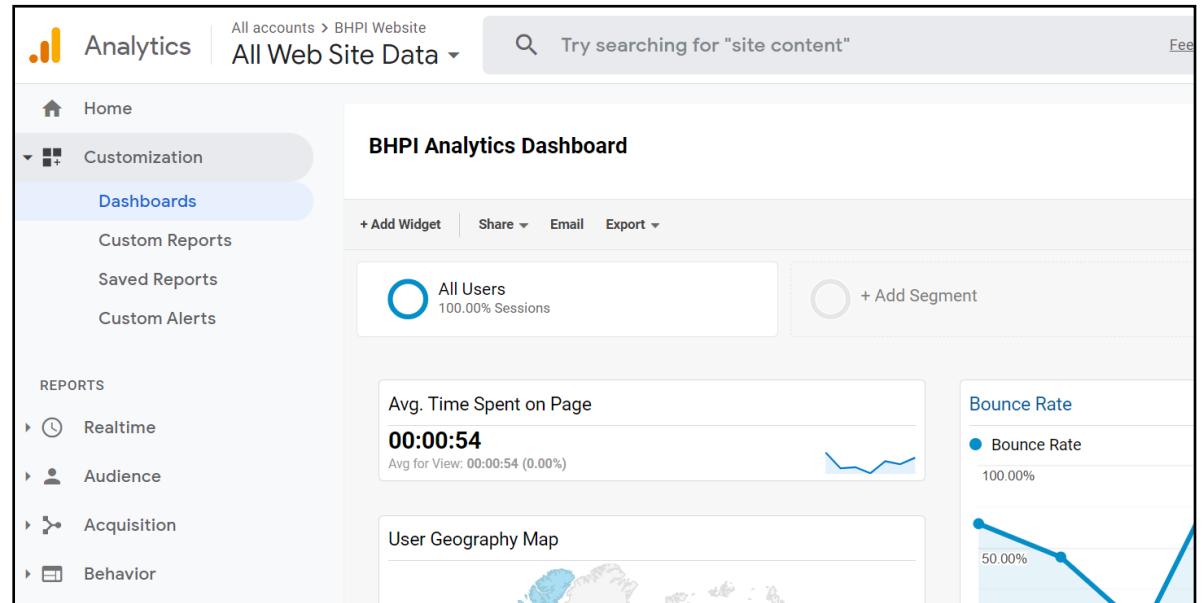
# Google Analytics and KPIs

When I came onboard as a full time marketing associate at Beacon Hill Preparatory one of the things I saw we needed was data to judge how effective our marketing campaigns were.

Analytics was set up from scratch on our website and combined with tracking our email marketing data and UTM experimentation, I was able to get a grasp on our efforts.



*Google Analytics was set up from scratch to help supplement our marketing campaigns.*

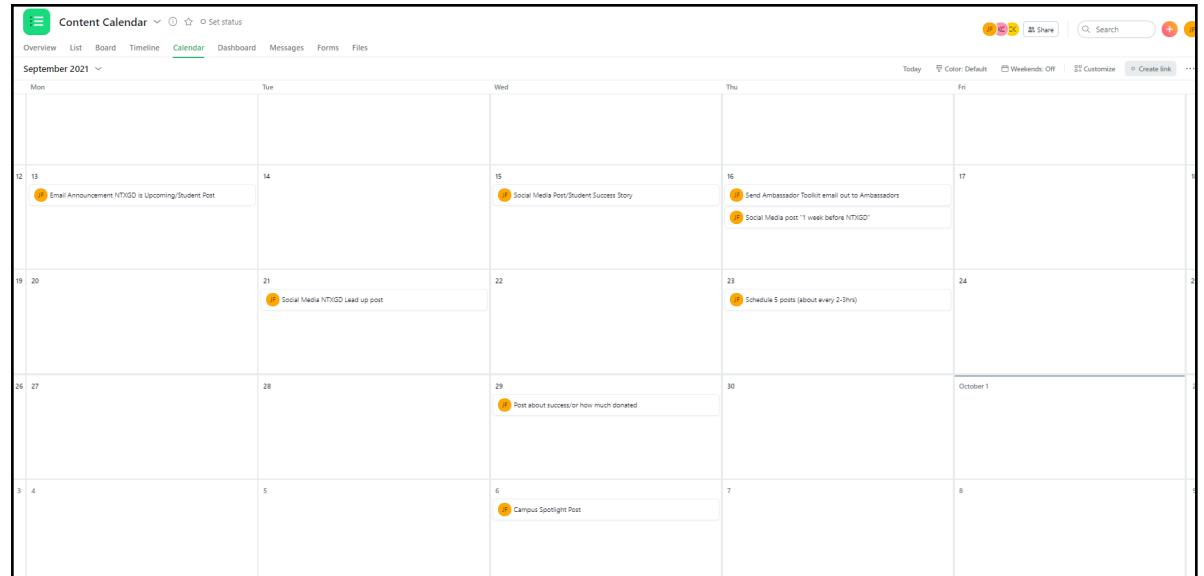


*A custom dashboard with a list of metrics and website KPIs crucial to IT was created and set to auto-generate as a pdf every month.*

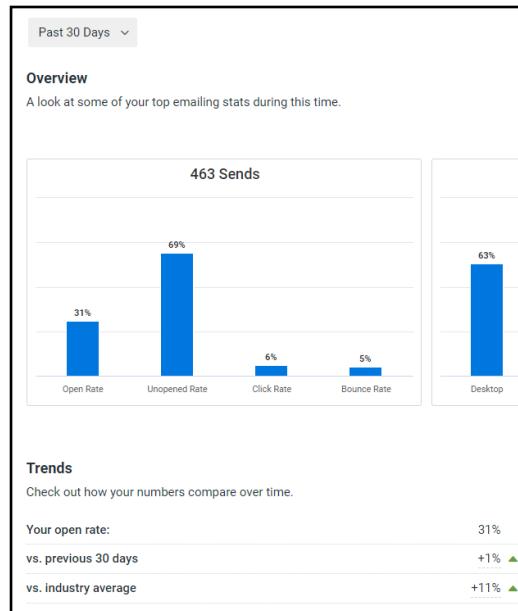
# Content Calendar Tracking

I took it upon myself while at my company to create and implement a monthly content calendar for our marketing department.

In addition to this, I began tracking our email marketing along with key KPIs such as our open rate compared to the industry average. Combining this with our Analytics data proved insightful.



*Monthly content calendars were created for social media and emails using Asana and Hootsuite.*



Marketing/Metrics and Analytics Spreadsheet			
	File	Edit	View
L18	fx	100%	\$ % .0 .00 123 Default (Ari...
1		2020 Year	Jan 11 - Feb 11
2	Status		Feb 11 - Mar 11
3	# of Campaigns	45	1 1
4	Open Rate	25%	24% 42%
5	Unopened Rate	75%	76% 58%
6	Click Rate	10%	2% 30%
7	Bounce Rate		4% 0%
8			
9	Open Rates		
10	Device		
11	Desktop		
12	Tablet		
13	Mobile		

*Email campaigns were maintained through Constant Contact and tracked through a spreadsheet.*

# Beacon Hill Prep Institute

For the past 2 years I have worked for Beacon Hill Preparator Institute working my way from a part time intern to a full time marketing associate.

At Beacon Hill I have been responsible for running our social media pages, managing multiple interns, creating flyers in InDesign, retouching and taking photos and editing promotional grant videos in Adobe Premiere.



*Social media imagery used across platforms such as Instagram and Facebook.*



*Organizational awards and appreciation for donors. Donors included Amazon and Dollar General.*

## SUMMER STAFF WELCOME LETTER

Dear Rockstar Faculty and Staff,

Welcome to Beacon Hill Prep Institute Summer Program 2020! Our mission is to provide holistic child development through academic, cultural and life-skill programs with active parental involvement. We are committed to creating a caring learning environment where all people are treated with respect, trust and dignity. We are committed to the growth and development of our students, staff and volunteers in order to attract and retain the best qualified people to fulfill our mission so that we could better service your child and your communities.

We welcome you and your child to a fun and invigorating three weeks of learning intended to enrich and strengthen your child's learning abilities and skills. From Dream Board to Rock painting, to Rainbow Projects and other classes, our summer program has prepared a wide range of learning experiences for all students. Your child will most often be working in small groups, though there will be many opportunities for some individual activities. Learning will be hands-on and collaborative, guided by an expert faculty who enjoy working with young children. We will be creating a new community of learners in three weeks!

Sincerely,



Charnella Derry  
Beacon Hill Preparatory Institute



1402 Corinth St Suite 257 Dallas TX 75215  
(972) 329-7779  
Website: [beaconhillprep.org](http://beaconhillprep.org)  
Email: [info@beaconhillprep.org](mailto:info@beaconhillprep.org)

Welcome letter for all incoming parents and enrolled students.

# BEACON HILL PREPARATORY SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Hispanic Heritage Month Begins	2	3	4
5	6 Labor Day	7	8	9	10	11
12	13	14 Doris Kombo Birthday	15 Edith Mendez Birthday	16	17 Stress Resilience Training PD Meeting	18
19	20	21	22	23 North Texas Giving Day	24 Maps Training for all operation and programs staff	25
26	27	28	29	30		



Monthly office calendars were created and populated with events.



School maps and locations were kept up to date and refreshed.



TV interview (company first) on Channel 8 for North Texas Giving Day.



Display at 2021 Voly event at Klyde Warren park in downtown Dallas



Front and back of volunteer recruiting flyer used for Voly 2021 event.

## VOLUNTEER OPPORTUNITIES

**Teaching Assistant**

The Volunteer Teacher's Assistant helps manage students along with our campus instructors. They help lead students in math and reading curriculum and work with them using manipulatives and other games. Gideon learning curriculum is also used at Beacon Hill Preparatory Institute for an engaging experience.

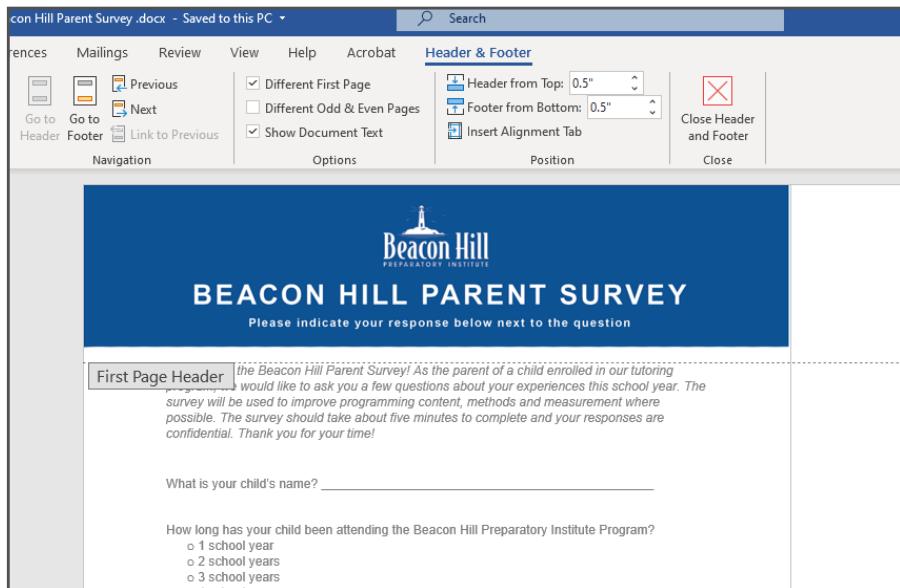
**Storage Helping Hand Volunteer**

Beacon Hill is looking for active community members and volunteers to help us organize our donations and set up for distribution to our campuses. We are particularly in need of volunteers to stock school supplies, sorting games and manipulatives for campuses and organizing giftbags for students and parents.

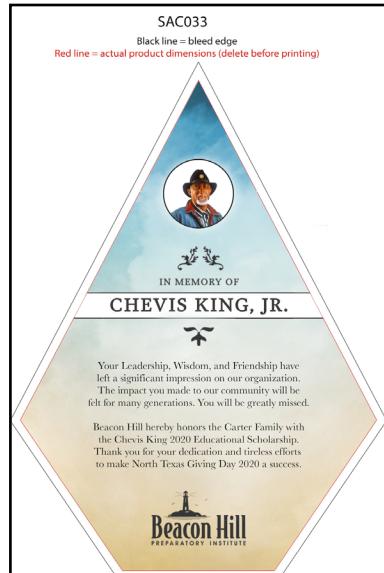
**SCAN THE QR CODE**

to be taken to our latest volunteer positions.  
Or email us: [volunteer@beaconhillprep.org](mailto:volunteer@beaconhillprep.org)

Front and back of volunteer recruiting flyer used for Voly 2021 event.



*Editable and custom branded word documents for surveys and documents.*



*Design for the 2020 Chevis King Memorial Scholarship Award*



*2020 welcome letter excerpt for Beacon Hill Summer faculty and staff.*



*Campus badges and certificates created for students and staff.*

# Website Design

Beginning in April 2021 I began coordinating and later became the main point of contact for updating our company site in Wordpress.

My role was initially to create wireframes and collect all previous site text and photos. This was later expanded to creating links, surveys, debugging analytics, coordinating sign up forms and checking the site page by page for errors.



*I provided and coordinated with web developers site layout, text copy, photos, links and team feedback.*

Newsletter Sign Up

Stay involved and up to date with education news from Beacon Hill Preparatory sent straight to your inbox.

\* Email

First Name

Last Name

By submitting this form, you are consenting to receive marketing emails from: BEACON HILL PREPARATORY INSTITUTE, 1402 CORINTH STREET SUITE 257, Dallas, TX, 75215, US, <http://beaconhillprep.org>. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. Emails are serviced by Constant Contact.

Sign Up!

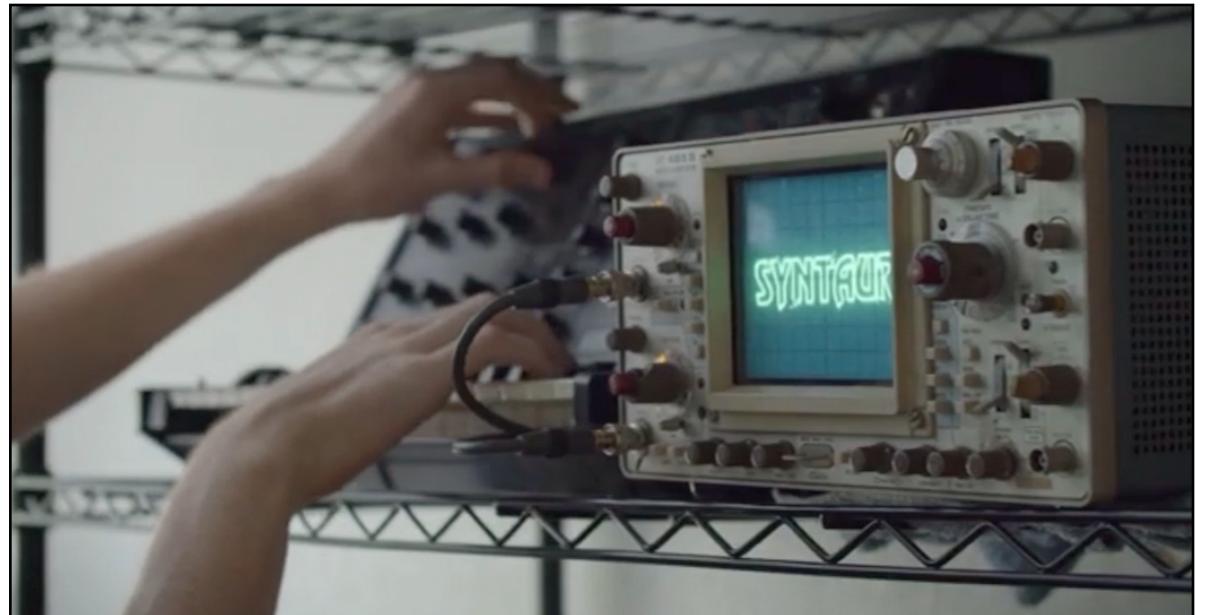
© Constant Contact

*Newsletter sign up form was set up by a 3rd party agency and linked to our Constant Contact account.*

# Syntaur Graphic Work

On occasion I have collaborated with the marketing team at Syntaur, a music retailer in New Braunfels, Texas with over 30,000 Youtube subscribers.

For this project, we created a podcast intro animation in which a .obj logo file was turned into a soundwave readable through an oscilloscope by way of a plugin.



*Intro title sequences were created for a recurring podcast series viewable at youtube.com/syntaur.*



*Various types of coding programs were tried until a solution was found using 3D software Blender.*

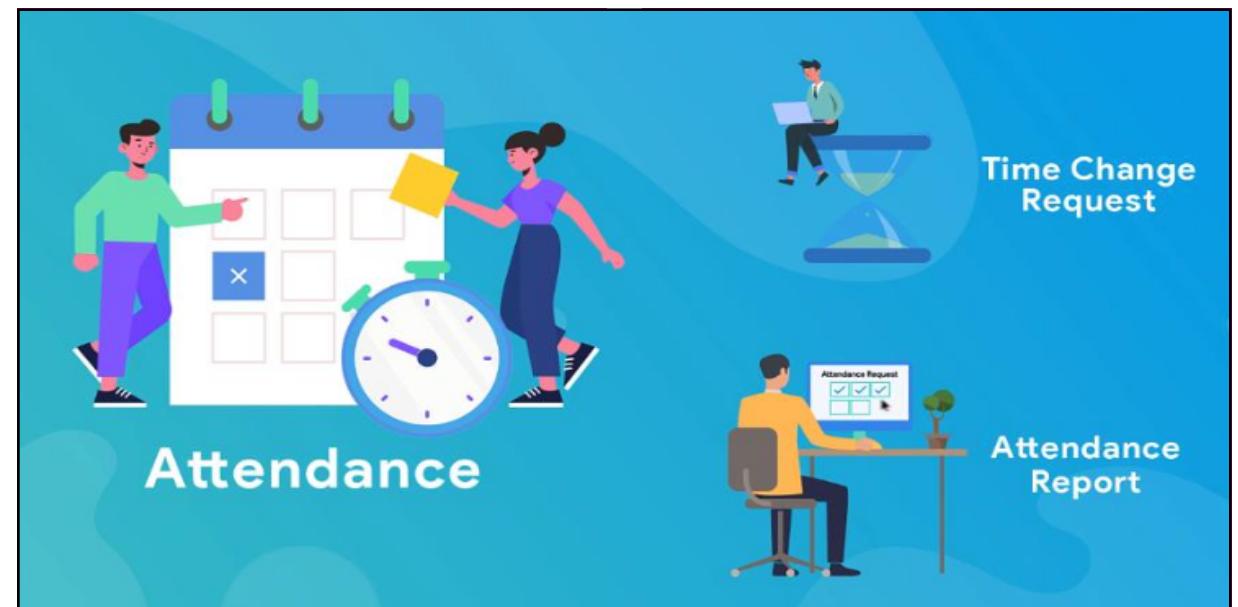
# Utiliko CRM and Milagro

In mid 2019 I was contracted to create animations using PSD and AI files for the software Utiliko and Milagro.

30+ explanatory videos were created using Premiere and After Effects explaining the features and processes that each software possesses.



*Intro and outro animations were created using Photoshop and Adobe After Effects.*

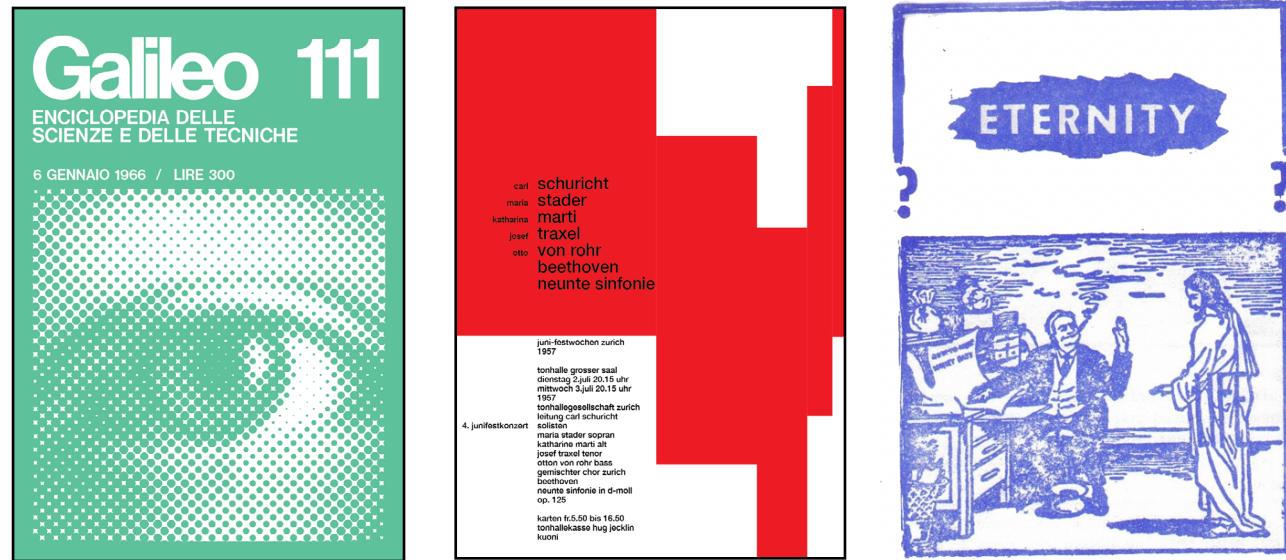


*Over 30 training videos were created for Utiliko CRM and Milagro marketing software.*

# Other Freelance Designs

My freelance graphic work has ranged from T-shirt graphics to Instagram logos, to posters and video editing.

Clients have included e30 Worldwide, Apologies LTD, Utiliko CRM Software and Syntaur. In my spare time I also draw and sell InDesign graphic templates..



*Josef Müller-Brockmann poster recreations in Adobe InDesign.*



*More Adobe InDesign templates created in a midcentury swiss style for users to customize and modify.*

# Opernhaus Zurich

Samstag  
20 Uhr  
30. März 1968  
Erstaufführung  
Operette von  
Jacques Offenbach

## Die Grossherzogin von Gerolstein

Musikalische Leitung:  
Insenzung:  
Bühnenbild/Kostume:  
Chore

Matthias Aeschbacher  
Edwin Zbonek  
Ottowerner Meyer  
Hans Erismann

Opernhaus  
Zurich

Eroffnung  
der Spielzeit  
1968 - 69

## Palestrina

Musikalische Legende von Hans Pflitzner  
Erstaufführung  
Samstag, 7. September, 19.00 Uhr

Musikalische Leitung:  
Insenzung:  
Bühnenbild/Kostume:  
Chore

Alberto Frede  
Herbert Graf  
Max Rothlisberger  
Hans Erismann

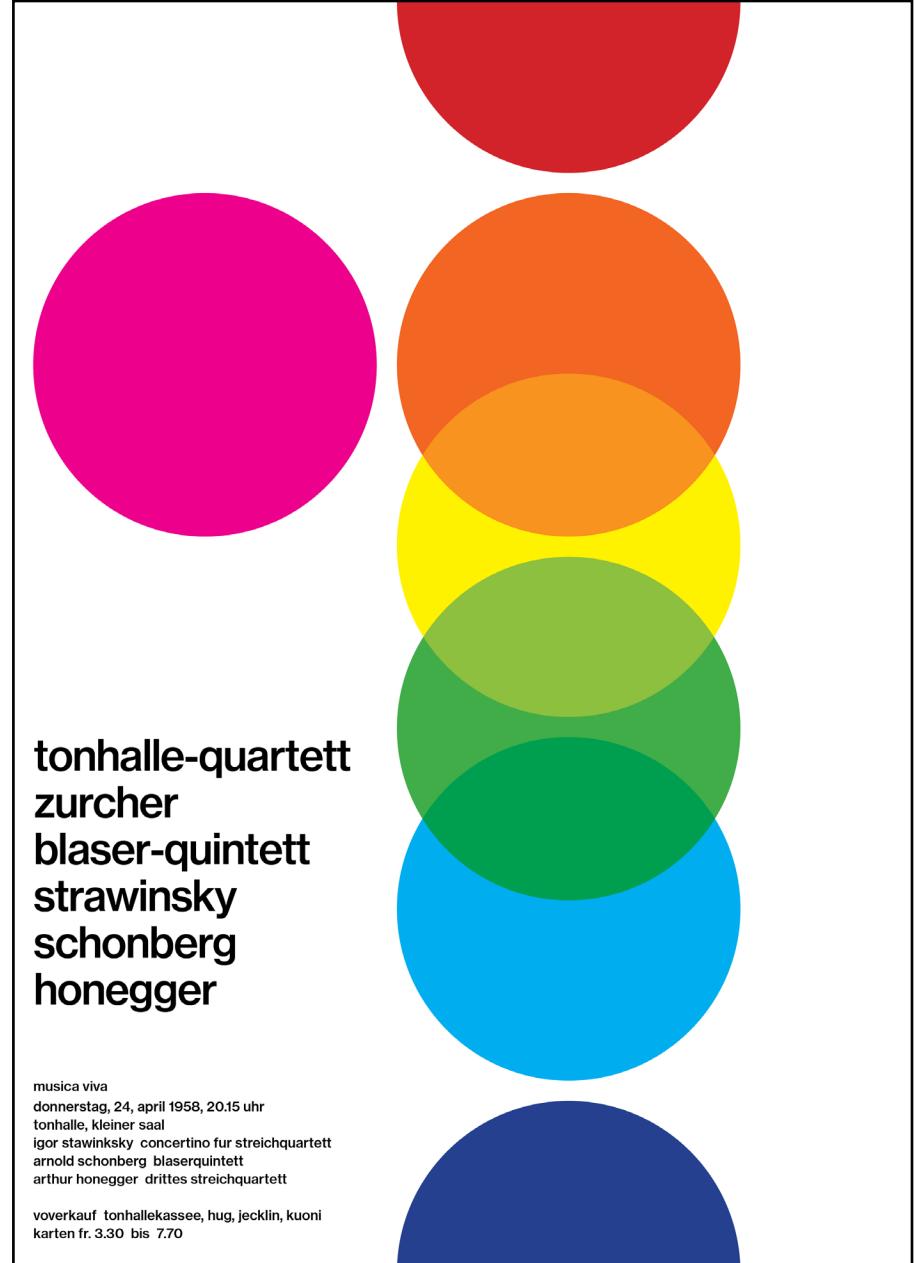
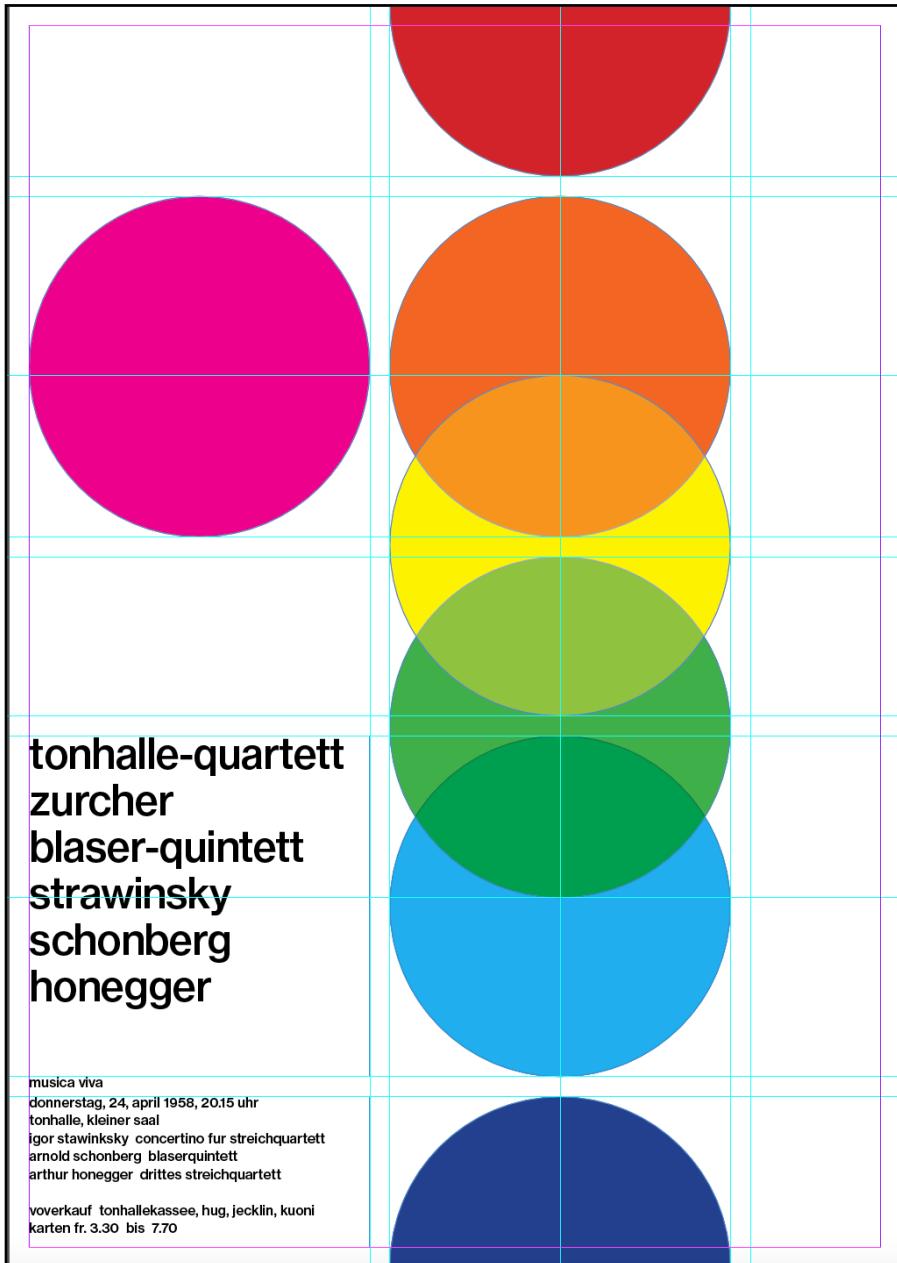
## Der Wildschutz

Komische Oper von Albert Lortzing  
Neuinszenierung  
Samstag, 14. September, 20.00 Uhr

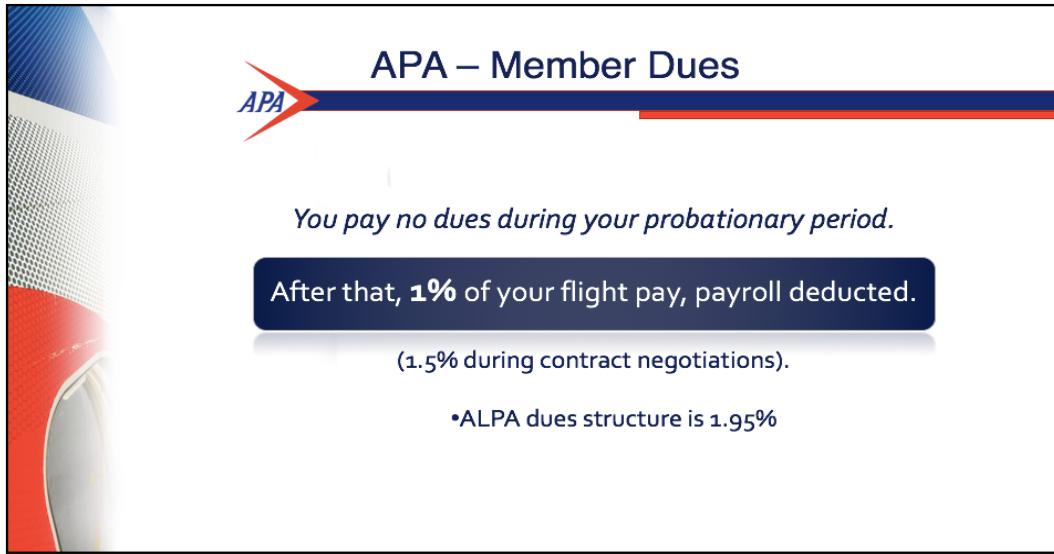
Musikalische Leitung:  
Insenzung:  
Bühnenbild/Kostume:  
Chore

Matthias Aeschbacher  
Martin Markun  
Monika von Zallinger  
Hans Erismann

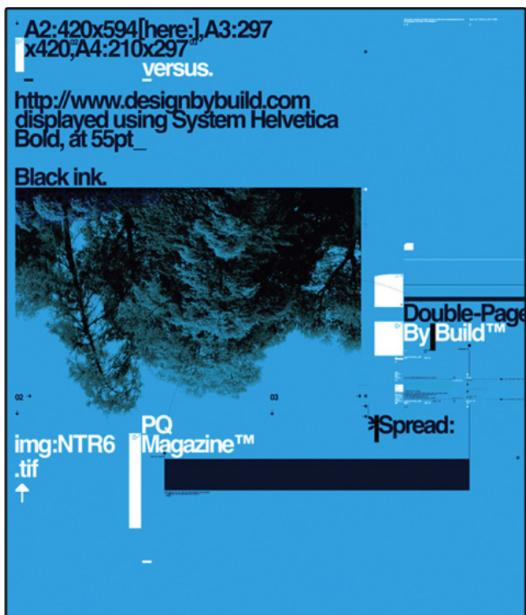
35.5x50in InDesign studies of "Opernhaus Zurich" swiss design posters created in the late 1950s.



*Breakdown of the construction of "Tonhalle Quartett" another 35.5inx50in swiss design poster.*



*Powerpoint redesign and updating for the Allied Pilots Association in 2017.*



*Graphic study of A2 size poster by UK design agency Build. Original on the left by Michael C. Place and my recreation on the right for comparison.*



*Charcoal portraiture and traditional drawing.*



*Instagram logo design done in Adobe Illustrator.*

