

Entrepreneur.

ENTREPRENEUR MEDIA, INC.

18061 Fitch
Irvine, CA 92614
Marketing & Events
June 2016 - December 2017

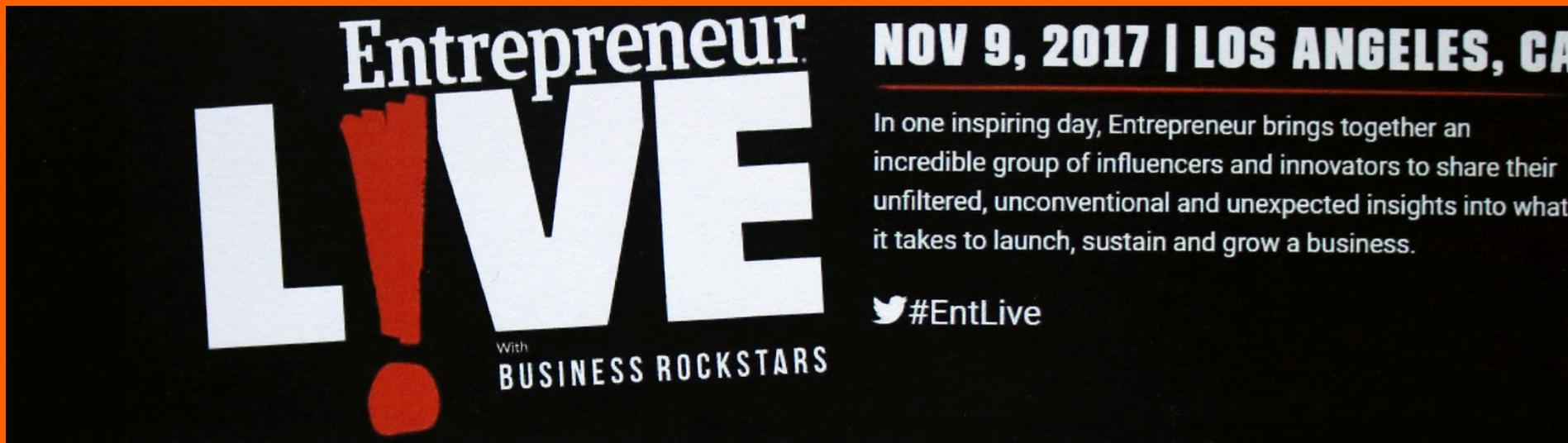


Jesus Delgado

OVERVIEW

Entrepreneur Media is a publisher focused on business, best known for Entrepreneur Magazine. I worked on marketing outreach and operational support for initiatives like the Franchise 500 and Entrepreneur 360 rankings. I led email campaigns that increased ranking applications and helped internal processes by authoring intern handbooks. Additionally, I assisted with event coordination, financial data extraction, and website testing across company projects.





Hello Mel,

Please join us on Nov. 9th, 2017 for Entrepreneur Live 2017!

We invite you and your students to network and gain insights into what it takes to launch, sustain and grow a business with our special celebrity guests and business rockstars like Sarah Michelle Gellar, Jon Taffer and Carmen Electra, attendees will learn to innovate and network while hearing from those who have made an impact and inspired.

For more information and to get a closer look at the Influencers and innovators in the line-up, please visit the Entrepreneur Live event page here: <https://www.entrepreneur.com/events/live2017>

Location:

Digiland

2443 N Naomi St.
Burbank, CA 91504

We can provide tickets free of charge to students interested.

Best,

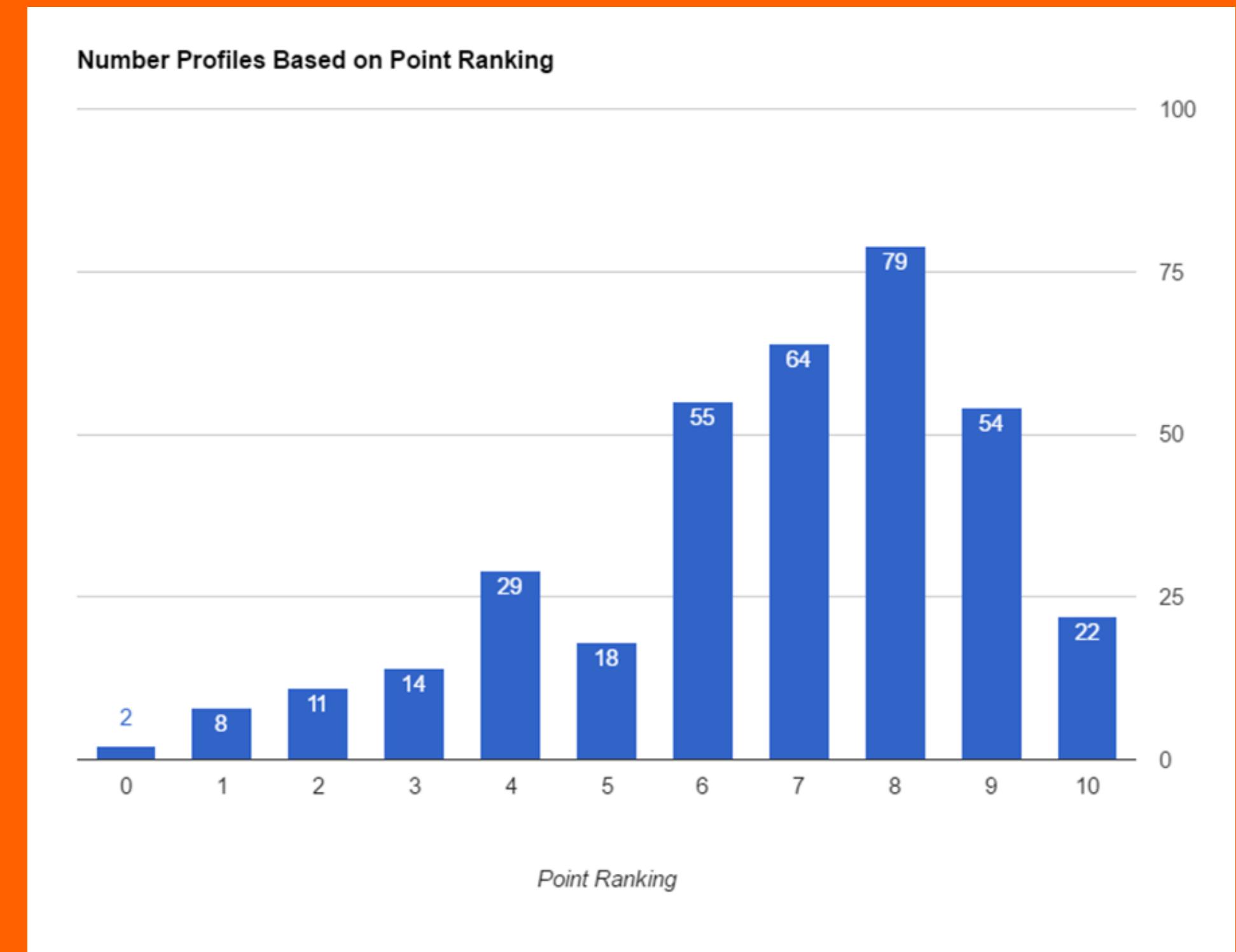
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Email Marketing & Outreach

- Oversaw email outreach campaigns for Franchise 500, leading to a 25% increase in applications (2015–2017).
- Designed and created email templates, follow-ups, and banners to improve engagement.
- Analyzed campaign performance, tracking application growth and response rates.

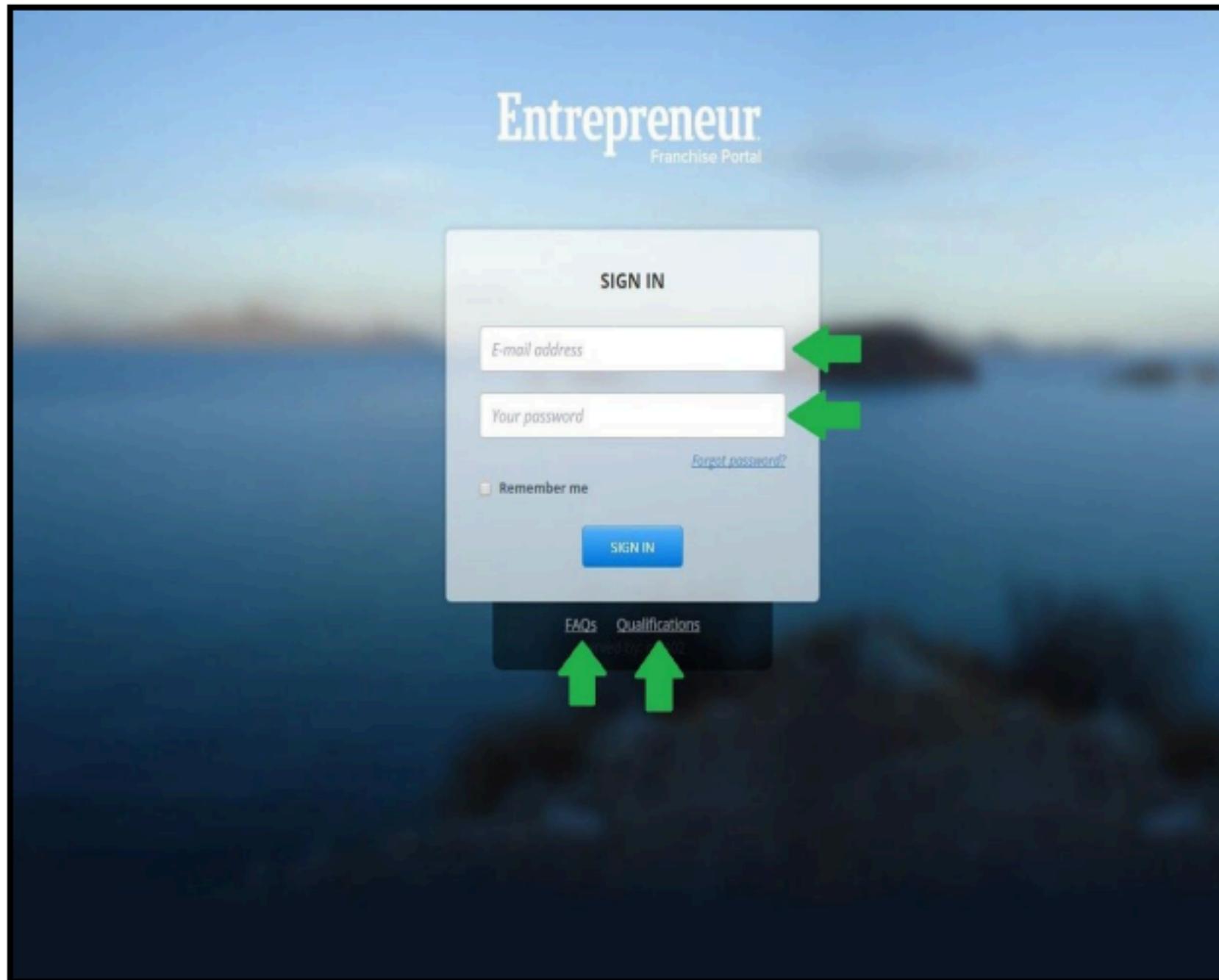
Research & Data Analysis

- Conducted financial audit data extraction and entry, assisting data scientists in verifying accuracy.
- Performed basic data analysis, identifying patterns and correlations in weekly reports.



Welcome to the Entrepreneur Franchise Portal!

The following section will introduce the Franchise 500 portal.



To gain access to the login page use the url below:

Intern Training & Operational Support

- Co-authored intern handbooks for Franchise 500 and Entrepreneur 360, outlining key roles, responsibilities, and expectations.
- Helped streamline onboarding by providing structured guidelines for new interns.
- Assisted with day-to-day intern coordination, ensuring smooth workflow and task management.

Special Projects

- Beta-tested EntrepreneurConnect, providing feedback to improve UI/UX and site functionality.
- Assisted the Marketing Director in planning special events and outreach initiatives.
- Assisted with event logistics, promotional materials, and on-site support during events

The screenshot shows the homepage of Entrepreneur Connect. At the top, there's a navigation bar with links for "Entrepreneur CONNECT", "Solutions", "Inspiration", "Video", "Franchise 500", "Books", "Events", and "Subscribe". Below the navigation is a search bar and links for "FIND A BUSINESS" and "REGISTER". On the far right, there are "SIGN IN" and a magnifying glass icon for search. The main feature is a large banner with the text "Where Independent Thinkers Find Independent Businesses" overlaid on a background image of people at a trade show booth. Below the banner are three sign-up buttons: "Sign Up with Email" (green), "Continue with Facebook" (blue), and "Sign Up with Gmail" (red). The text "Find, compare and connect with the best independent businesses in the U.S." is displayed. There are three main sections: "Discover Businesses" with a magnifying glass icon, "Search for Pros" with a binoculars icon, and "Create Connections" with a person icon. Each section has a brief description. At the bottom, the word "Featured" is visible.

Entrepreneur CONNECT Solutions Inspiration Video Franchise 500 Books Events Subscribe

FIND A BUSINESS REGISTER SIGN IN

Where Independent Thinkers Find Independent Businesses

✉ Sign Up with Email

_CONTINUE WITH FACEBOOK

✉ Sign Up with Gmail

Find, compare and connect with the best independent businesses in the U.S.

Discover Businesses

Find independent businesses in your area & across the U.S.

Search for Pros

Compare & shop for the best services, products & prices.

Create Connections

Reach out to best-in-class independent businesses

Featured

CONCLUSION

My experience at Entrepreneur Media, Inc. gave me hands-on exposure to marketing outreach, operational support, and event coordination. Running email campaigns taught me how to engage target audiences effectively, while assisting with intern onboarding and special projects strengthened my ability to improve internal processes. Additionally, working on data extraction and website testing reinforced my attention to detail and problem-solving skills. This role helped me grow professionally, developing a well-rounded foundation in marketing strategy and project coordination.