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**Jacob**

**Garrison**

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**Summary & Skills**

Technologist, specializing in CRM, data analysis, web development and project management. My professional goal is to delight students and applicants by elevating universities’ online presence and experience.

* Project management, CRM, web development, data collection, system building, databases, visualization, reporting and statistics.
* Ability to manage multiple projects and relationships in a fast-paced environment while paying excellent attention to detail.
* HTML, CSS, JavaScript, jQuery, BootStrap, Responsive Design, MySQL, Tableau, VBA, Ruby, Git, GitHub, SurveyGizmo, Excel, Access and PowerPoint.

**Employment**

**CRM Project Manager** 2015 – Current

**California State University, Los Angeles**

* Principal **project manager** charged with leading the successful implementation and administration of a **CRM** system. Designed workflow and training for 10+ staff members and 60+ program options. Led the college from paper to online applications increasing YOY supplemental applications by an estimated 70%.
* Managed relationship with CRM vendor (Hobsons) to ensure product configuration was on time and as promised. Through proactive vendor partnership saved 15% of project hours and reallocated time refine to Marcom.
* Developed communication plans and targeting strategy to ensure applicant conversion in a complex admission process with an email-open rate of 75% and CTR of 19% on teaching credential admission campaigns.
* **Web development**, designed and developed a responsive website *(currently in Beta)* enabling credential applicants to access admissions information from any device.
* Developed email based marketing strategies to engender a high-touch experience during the admissions lifecycle.

**Data Analyst** 2014 – 2015

* Learned fundamental data warehousing techniques by creating and maintaining databases in Access/MySQL. Scope of projects included: understanding workflow, ERD and form design.
* Created ad hoc reports using multiple systems including **SQL**, **Access** and **Tableau**.
* Combined survey results and transactional student records to be the source of truth and trusted advisor to 50+ colleagues on all accreditation reports and data inquires.
* Strategic partnering, worked closely with end-users to understand their unmet data needs and built new data collection and reporting solutions to meet them.
* Sharpened analytical skills by writing **VBA** code to automate data collection and reporting; increased efficiency and accuracy across the business unit.
* Gained data **visualization** experience by creating an interactive dashboard in Excel, empowering stakeholders to explore data more effectively resulting in data driving decision making.
* Used proactive outreach to increase participation rate in state mandated surveys from 3% (2013) to 57% (2015).

**Manager, Market Research and Strategy** 2012 – 2013

**Paramount Pictures**

* Learned how to **communicate effectively** with executives by writing concise strategy summaries of audience reaction to marketing materials with suggestions to improve trailers/T.V. spots.
* Used PowerPoint, Excel and Word to create visually appealing presentations for non-technical audiences (executives and filmmakers), with the goal of using data to drive decision making.
* Learned theatrical marketing strategies by analyzing weekly ad-testing and tracking data. Worked on positioning and editing strategies for *Wolf of Wall Street, G.I. Joe: Retaliation, Pain and Gain, Jack Ryan: Shadow Recruit.*

**Employment**

**Research Manager** 2011 – 2012

**Lieberman Research Worldwide**

* Managed project lifecycle from assisting in proposal development to presentation for 20+ studies.
* Understood clients’ business objectives for research by interviewing employees/senior management to ensure reports would have an actionable result.
* Responsible for meeting budgets and exceeding margins through negotiation with vendors and process innovations.
* Led development of questionnaires, screeners, tab-specs and discussion guides for 15 studies with minimal oversight.
* Experience with customer satisfaction, segmentation, conjoint, concept testing, ad-testing, product development, tracking, brand awareness, usage and attitudes studies, focus groups, ethnographies, IDIs, online communities and intercepts.
* Promoted from Research Associate to Research Manager in 6 months.

**Education**

**Udacity**

**Front-End Web Developer Nanodegree**

**Ruby Programing Nanodegree**

**University of Chicago**

**Masters of the Arts in the Social Sciences**

*Full Scholarship*

**University of California San Diego**

**Bachelor of Arts, History and Political Science**

*Magna Cum Laude, GPA 3.87/4.0*.