

Jacob Tai

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EDUCATION

BS, Strategic Management

April 2025

Brigham Young University | Provo, UT

- Psychology Minor
- Member of nationally ranked rugby team

RELEVANT WORK EXPERIENCE

Chief Marketing Director

October 2021 – Present

Called to Swag | Provo, UT

- Developed and launched paid advertising campaigns to generate sales and increase brand awareness
- Photographed, video graphed, edited, and published content to all company social media accounts to maintain audience engagement and aesthetic look for company's online presence
- Created custom advertising audiences on Facebook and Instagram for paid advertising to reach desired demographic to increase sales and drive traffic to company website
- Monitor brand-related mentions on social media and engaged with responses on posts and company newsletters

Leasing Agent

October 2021 – Present

Cortland Ridge Apartments | Orem, UT

- Created processes to streamline leasing for 144 units
- Generate Excel spreadsheets to monitor company spending
- Greeted, pre-qualified, and followed up with prospective tenants; processed and verified eligible tenant applications
- Maintained units to ensure market readiness, coordinated and led apartment tours, answered questions, and highlighted selling features and property amenities
- Collected and recorded application fees and deposits; accurately documented all financial transactions
- Negotiated vendor contracts for community services such as property maintenance and housekeeping

Full Time Volunteer

May 2020 – October 2021

Religious Organization | San Jose, CA

- Led team of 10-12 members to increase exposure and conversions through social media
- Successfully spearheaded campaigns on social media platforms including Facebook and Instagram
- Allocated budget of \$2000 a month on social media marketing campaigns
- Generated bi-weekly reports to monitor company growth and success
- Created video content shared to social media pages amassing over 1 million views and 10,000 shares
- Increased online presence from 4000 to 10,000 followers
- Worked with local charities to create video content showcasing organization

Program Assistant

June 2019 – August 2019

Hong Kong International School | Hong Kong, China

- Led and trained over 40 teaching assistants for Summer Discovery Program
- Supervised children in a classroom and playground setting, ensuring the program remained a safe environment for participants
- Ensured clear communication between program director and parents of students
- Addressed parental concerns while delivering excellent customer service and social skills

SKILLS

- Fluent in Mandarin Chinese, Japanese, and English
- Conversational in Bahasa Malaysia and Cantonese
- Video and photo editing skills with Adobe suite
- Photography and videography with DSLR, mirrorless, and mobile phone cameras