

Jack Rattanasith

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EXPERIENCE

Lao Family Community Development Inc. | Sacramento, CA

Case Manager, Employment

Feb 2022 - Present

- Advance leadership and professional development in clients by creating resumes, escortment on college tours, applying to jobs with them and conducting mock interviews, resulting in an experienced individual entering the workforce
- Lead job search workshops with clients, developing individualized employment plans based on client qualifications and interests to determine suitable full-time employment opportunities for clients with little or no experience
- Oversee the Out-of-School Youth Program, assisting 22 Youth per fiscal year, furthering education and professional development by leading tutoring sessions for basic math and reading skills as well as enrolling them in ESL courses
- Conduct bi-monthly follow-ups of enrolled youth and adult clients, asking about progress at job or in life, and providing more services if requested, including resume counseling and interview workshops
- Develop a brand kit to be used company-wide across all social media platforms and our website, consisting of logo specifications, font usage, specific colors and sample social media posts; resulting in consistent social media presence
- Spearhead a content calendar format that is used to schedule different campaigns, events and social media posts, resulting in company wide engagement and increase in public knowledge of company services and directives

COOP Careers | San Francisco, CA

Digital Marketing Apprentice

Feb 2022 - June 2022

- Gained technical skills and working knowledge from established individuals within the Digital Marketing field, engaging in educational workshops four nights a week devoted to Search Engine Marketing, Paid Social and Media Planning
- Collaborated with 15 Digital Marketing Apprentices to develop recommendations for optimization of social media presence and participation through a client based project, resulting in more structured Instagram and Facebook accounts
- Analyzed findings from Instagram and Facebook accounts including statistics on engagement, demographics of audience, and most effective posts to provide narrative for strategy recommendations for the media plan
- Developed Instagram theme and content calendar to establish consistent upload schedule and posting options, resulting in less decision making from the client so that more time can be spent on outreach and relationship building
- Created presentation to highlight campaign strategies and performance metrics, working with Paid Social and Paid Search teams to identify and compile data for the presentation; educating the client about what strategies are effective

Alpha Kappa Psi, Psi Kappa Chapter | San Francisco, CA

Director of Marketing & Webmaster

June 2020 - Dec 2020

- Upgraded the website with chapter statistics and photos of members, as well as reorganized web page structure and navigation in order to modernize the site and optimize the site for frequent changes
- Analyzed audience feedback through the use of Q and A's, polls, and direct emails in order to apply suggestions in projects on the website and social media platforms
- Acted in close liaison between school administration and incoming transfer students at recruiting events or club fairs, being the main point of contact for anyone interested in learning more about the fraternity
- Collaborated with four team members in the creation of social media campaigns and posts, attracting over 9,000 total impressions per month, ensuring the student audience actively engaged in fraternity events

Recess Collective | San Francisco, CA

Community Building & Social Media Intern

Sep 2020 - Dec 2020

- Redesigned the official Recess Collective website, shifting focus from the in-person office location, to improving family growth and development in the safety of their own home
- Organized catalog of online auction hosted on 32Auctions that raised \$1500 in funds towards the organization in order to fully transition company services into an online environment
- Assisted other interns with marketing and outreach through the use of social media, primarily Instagram, in order to seek out families in need that would appreciate assistance with parenting
- Conducted market research about potential strategies for optimizing social media accounts as well as website structure, facilitating team meetings to review findings and strategies

EDUCATION

San Francisco State University — B.A in Communication Studies, With Minor in Marketing

Aug 2020 - July 2021

- Demonstrated leadership in campus organizations including Alpha Kappa Psi, Circle K International and Asian Student Union while learning about different methods of communication and their significance in social settings

SKILLS

Microsoft Office, Google Docs, Google Sheets, Canva, Social Media, Slack, Discord

Certifications: Google Ads, Google Analytics, Apple Search Ads, Google Fundamentals of Digital Marketing