

# JACOB “JT” ENNEN

[ennen.jacob@gmail.com](mailto:ennen.jacob@gmail.com) ▪ (972) 400-7349 ▪ [www.linkedin.com/in/jtennen](http://www.linkedin.com/in/jtennen)

---

## EDUCATION

### GEORGETOWN UNIVERSITY, MCDONOUGH SCHOOL OF BUSINESS Master of Science in Management (STEM-designated program)

- GPA: 3.7 – Merit Scholarship
- Graduate Marketing Association, MBA Golf Club

WASHINGTON, DC

*Expected Graduation: May 2025*

### CANISIUS UNIVERSITY, WEHLE SCHOOL OF BUSINESS Bachelor's of Science, Business Management & Marketing, Honors College

- Summa Cum Laude – GPA: 3.95; MKT Excellence Award, MGT Excellence Award
- NCAA Division 1 Baseball Player

BUFFALO, NY

*August 2020 – May 2024*

---

## EXPERIENCE

### CHARLIN HEALTH SERVICES Executive Director

Plano, TX  
*July 2025*

#### *Project Manager*

*January 2024 – Present*

- Hired, trained, and manage a full-time sales team, resulting in increased business outreach to over 300 unique accounts weekly and significant revenue growth for the company.
- Establish monthly reporting procedures and present consolidated Month End Close reports to executive leadership, driving company-wide initiatives and improving operational efficiency.
- Selected and implemented a new CRM system, improving marketing team productivity and enabling better tracking of over 2000 accounts, leads, and sales funnel progression.
- Led website redesign to improve conversion rates, implementing strategic CTAs and automated lead generation forms integrated with CRM tool, resulting in increased sales opportunities and patient admissions.

#### *Marketer*

*June 2022 – December 2023*

- Drove significant social media growth across platforms, increasing following from <100 to over 5000 followers and subscribers, resulting in enhanced brand visibility and community engagement.
- Initiated comprehensive SEO initiative, increasing website traffic from <500 to more than 3000 visitors per month and improving Google Rankings from 140 to 300 unique keyword rankings through optimized content and technical enhancements while avoiding costs such as Paid Search.

### CLOKARE, LLC. Product Manager

Plano, TX  
*June 2024 – Present*

- Created proprietary tool to be used for CRM, Digital Marketing, and Training & Onboarding efforts. Prospecting, negotiating, and managing relationships and contracts with clients.

### THE QUISPICANCHI PROJECT Encuentro Program Manager

Dallas, TX & Cusco, Peru  
*September 2024 – January 2025*

- Promote, recruit, and select Encuentro Companionship Program members. Manage a committee of 10 university students and lead recruiting strategy & efforts.

#### *Business Intern, Social Media Coordinator*

*June 2021 – August 2024*

- Launched 'Project Fabrica,' introducing authentic Peruvian artisanal products to the US market and fostering economic empowerment for local artisans. Generated \$5000 in revenue in summer 2021.
- Doubled social media following from 400 to 875 followers, contributing to \$100k in revenue generation in 2023, including online donations and sales from 'Project Fabrica' social enterprise.

---

## DISTINCTIONS

**Certifications:** Google Ads Certification, HubSpot Digital Marketing Certification, Google Analytics & Data Studio  
**Leadership:** Canisius University Student Ambassador, Golden Griffin Leadership Academy - Level 4  
**Global Mindset:** Spanish (proficient), Rural Peru: Internship (Summer 2021) & Immersion Trip (2019)  
**Community:** Team Impact (Leadership Team), Exalt Service & Music Ministry, Georgetown Contemporary Choir