**Jake T. Hausmann**

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**Marketing Specialist**

**Highly skilled using digital marketing tools: AI, Databases, Social**

**Seeks out and fixes digital marketing problems | Noted for positive, proactive attitude**

**Professional Summary**

Spots and then fixes problems, eliminating time-consuming escalation Observant: takes initiative, self-motivated Repeatedly complimented by management for good attitude and “getting it done” Knows how to select media that reaches all cultures Highly conversant in the latest technologies and apps Can make the business case for taking care of the customer 3+ months experience in *real* digital marketing roles Team player, collaborator Seeking role with fast-moving marketing company or department, onsite or hybrid

*What peers say about Jake:* Committed, focused, determined, persistent, confident, responsive, team player, personable, creative, driven, adaptable, coachable

**Education: 2024 Grad**

The College of St. Scholastica, **BA in Marketing and Business Management,** Minor: Computer Science, 2024

*Certifications:* Programmatic Ads: StackAdapt | Digital Marketing: HubSpot | National Institute for Social Media Marketing & Communications | Great Learning: Artificial Intelligence In Digital Marketing | Management Skills & Leadership Development: Masterclass Management. *Coursework is detailed on LinkedIn.*

Member of Tri-Alpha honor society | Member, Business, Investing, and Tech Club | Academic Plus Program

**Attributes that Jake brings *from Day 1:***

Analytics: Google Analytics | SEO: SEO keyword research; On-page SEO | SEM: Creating PPC ad campaigns, keyword ad campaigns | Email Marketing: Email planning, basic design and email copywriting | Digital Design: WordPress; Canva | Social Media: Social Media campaigns, social monitoring, platform strategy | Twitter/X: Creation of Tweets; monitoring users | Content creation: Landing pages; webpages; social media content/posts | Graphic Design/Coding/Web Page design proficient | Database Modeling | Project Management | UX |

*Technologies:* Canva, Buffer, Ahrefs, Semrush, Screaming Frog SEO Spider, Siteliner, Originality.ai, Copyscape, Omniascend/Omniascend Reports, Google Analytics, Detailed Chrome Extension, Chatgpt, Google Sheets, Google Search Console, Google Page Insights, Wordpress, Surfer SEO, Adobe Suite, TikTok, Instagram

**Sample Success**

While at SCORE, noticed too few established connections with media outlets. Personally called the local “top 10” and built relationships with Producers at each. Result: PSAs made by all 10 outlets on a consistent basis.

**EXPERIENCE**

**Sports Thread,** \_\_\_, CO

*B2B2C Software-as-a-Service (SaaS) provider for the $37B youth sports market*

**Social Media and UX Intern,** Contract/Remote – July 2024 - Present

Work with the company’s social network, assisting 10,000+ athletes in achieving a college scholarship or roster spot, and assisting company clients in the creation of $200M+ in economic impact in local communities across America. Used numerous social and content management and project management tools.

* Using ChatGPT and other tools, conducts research to expand and increase brand awareness
* Lead list creation and maintenance
* Guides effective content marketing and implementation
* Develops social media platforms (TikTok, Instagram, X/Twitter) on behalf of company initiatives
* Monitors and analyzes social media data

**Bear North Digital,** Duluth, MN

*Marketing Agency*

**Digital Marketing Specialist/Intern,** July 2024 – September 2024

Aligned and executed digital marketing strategies

* Analyzed project requirements, prepare budgets/schedules
* Communicated cross-functionally with teams and manage projects end-to-end
* Established client relationships
* Digital content creation

**Saggio Technology,** North Vernon, IN

*IT Security, VOIP, Cloud Services*

**Social Media and AI Marketer/Intern,** Remote, January 2024 – April 2024

Manager said “I’m happy if you use me as a reference”

* Managed engagement on Saggio’s social media platforms, fostering interactions across all channels
* Developed compelling content tailored for the company’s social media presence
* Implemented strategies to enhance ebrand visibility and engagement on various social channels

**SCORE NorthStar,** Minnesota and Wisconsin

*Serves the Twin Ports, Iron Range, northern Minnesota, northwest Wisconsin with business advisory services*

**Media Coordinator/Intern,** Remote, October 2023 – December 2023

Raised community awareness and recruited volunteers and clients

* Initiated the research for and compiled a list of all media outlets within the SCORE NorthStar region
* Contacted media outlets to advocate for SCORE’s mission and value to the community, and offered them pre-recorded or written PSAs (Public Service Announcements) and press releases
* Regularly prepared and distributed press releases or SCORE columns

***Additional Experiences***

**Stokkes Meat Market,** Hermantown, MN – **Customer** **Service**, February 2021 – July 2024

**Guardian Pest Solutions,** Superior, WI – **Crew Leader and Lawn Tech,** Summers 2021 – 2023

Recognized for high service levels, with promotion and bonus. Also trusted driving one-ton trucks, other large equipment

**UPS**, Duluth, MN - **Package Handler/Driver Helper,** October 2020 – January 2021

**Chipolte Mexican Grill,** Duluth, MN – **Crew Member,** 2018 – 2019

***Community/Sports***

**Minnesota Mullets, US Premier Hockey League,** [Forward/Defenseman], 2019 -2020

**Valley Junior Warriors, Eastern Hockey League,** [Forward/Defenseman], 2018 – 2019

*Also:*

State Hockey Champion | 2017

P.A.T. Award (Hockey) | 2018

Varsity Athlete in Hockey, Lacrosse, and Football

Rookie of the Year (Lacrosse)

Runningback of the Year