

Digital and Social Media strategist with seven years experience across a variety of organizations and industries. Areas of expertise include email marketing, social media integration, and SEO.

EXPERIENCE

Digital and Social Media Strategist

Christianity Today International (2008-Present)

Managed the digital marketing strategy and development of several websites, including email, social media and PPC.

Areas of expertise include:

Email Marketing | Managed the production of dedicated email campaigns and house mailings, overseeing a volume of 14 million+ emails a month. Establish best practices for template design, list growth, and reporting processes.

Social Media | Directed a corporate Task Force on social media, working closely with Web Development and SVP of Advertising. Entrusted to lead marketing research and drive the decision-making process for key projects.

Web Analytics and SEO | Consulted with various departments to optimize website performance and search rankings. Analyzed the effects of content/layout changes on deliverability and campaign effectiveness. Developed performance reports for email marketing campaigns and 3rd party advertisers.

Worked closely with outside advertisers to ensure timely and effective ad delivery. Partial client list included:

Biola University	Brotherhood Mutual	Outreach Films
Wheaton College	United States Army	Group Publishing
Tyndale House	Simon & Schuster	ChristianBook.com

TECHNICAL SKILLS

Well-versed in SEO best practices, with experience directing keyword research, competitive analysis and PPC ad campaigns

Experience coding HTML e-blasts and e-newsletters for maximum effectiveness

Expert knowledge of industry-leading social media platforms, Facebook applications, and ESPs

Excellent analytical skills, including social media metrics and ROI.

MARKETING SKILLS

Excellent communication skills with all levels of management and peers

Patient and mature judgment, resulting in superior client relationships

Strong project management and organizational skills

Optimistic and service minded, with an ability to find win-win solutions to difficult problems

EXPERIENCE (continued)

Owner, President

Walsh Woodworking, Inc. (2005-2009)
ThreatTek Computer Services (2009-2011)

Designed and managed the company websites. Unique design features included an appointment scheduling system and integrated Wordpress blog. Other work involved:

Brand Marketing | Developed a consistent voice and branding strategy via:

- Blog posts and e-newsletter content
- Promotional materials (digital and print)
- Web content and social media presence
- Contracts and legal forms

Social Media | Increased awareness and customer loyalty via social networking and special offers.

Graphic Design | Designed company logos, Flash homepage and other site details using Photoshop CS3.

Sports Photographer, Writer

Free Press Newspapers (2002-2005)

Provided creative sports coverage and action photography for three area newspapers. Developed a precise communication style, and gained technical knowledge. Necessary skills included:

Technical Writing | Composed articles and headlines for sporting events and local news. Entrusted with proof-reading responsibilities for key articles to ensure industry-standard formatting of editorial content.

MAC Platform | Developed a proficient knowledge of computer programs on the MAC platform, including News Edit Pro and Adobe Photoshop.

AFFILIATIONS & AWARDS

Current member of:

Direct Marketing Association

The Email Marketer's Club

eMarketing Association

Academic Achievements & Certifications:

2004-2005 GSU Alumni Scholarship

2001-2005 President's Roll of Excellence, Dean's List

MarketingProfs University
2010 – Social Media Marketing

CTS Certification
2010 – Internet Marketing

SkillPath Certification
2008 – Managing Multiple Projects, Objectives and Deadlines

EDUCATION

Governors State University University Park, IL

2005 - Bachelor of Business and Public Administration (Marketing Concentration) GPA 3.75

Joliet Junior College Joliet, IL

2003 – Associate of Arts, Marketing Concentration GPA 3.97

ONLINE PORTFOLIO

www.JacobWalsh.com