

JASON JACOBS

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EXPERIENCE

Axiom Digital, New York, NY

August 2010 - Present

Associate Account Manager

- Responsible for overseeing and implementing email marketing campaigns with aspects including targeting, scheduling, content integration and client communication for leading digital marketing agency.
- Collaborate with technical and analytical groups to ensure client campaigns are executed according to program goals involving accuracy, quality, time and budget.
- Utilize and train fellow associates on mobile marketing platform and mobile campaign setup.

Torah Letzion, Jamaica Estates, NY

September 2009 – May 2010

Web Administrator and Internet Marketing Coordinator

- Design and maintain website for non-for-profit charitable organization providing scholarships for students.
- Implement marketing strategy using a range of digital approaches including email, mobile, social media, SEO, online surveys and keyword analytics.
- Write and edit marketing materials for events, fundraising programs and email newsletters.

Ping Mobile, Englewood Cliffs, NJ

Summer 2010

Client Services and Marketing Intern

- Created, presented and implemented mobile marketing campaigns for a variety of businesses and organizations.
- Developed and outlined competitive analysis of mobile marketing industry as a means of improving company focus and determining marketing strategy.

EbizQ, New Rochelle, NY

Summer 2009

Information Technology Intern

- Aided in-house technical support staff in sustaining and troubleshooting office technology.
- Trained in implementation of email marketing software and social media practices.
- Collaborated with team of co-workers in designing new virtual marketing website.

EDUCATION

Yeshiva University, Sy Syms School of Business, New York, NY

Bachelor of Science, May 2010

Major: Information Systems, **Major GPA:** 3.6

Relevant Courses: Information Systems, Network Design, Systems Analysis, Web Development and Design.

Studies Abroad: Bet Meir, Israel, September 2005 - January 2007

CAMPUS/COMMUNITY ACTIVITIES

Student Organization of Yeshiva, New York, NY

August 2009 - May 2010

President

- Led student council overseeing student activities with \$50,000 annual budget.
- Founded and designed YUzmanim.com for schedule times for undergraduate campus activities producing 100,000 page views annually.
- Organized lectures, concerts and charitable events for entire undergraduate student body.

Tomchei Shabbos, Tallman, NY

January 2004 – June 2009

Assistant Warehouse Supervisor

- Supervised volunteers in all phases of charitable food distribution organization, including ordering, packing, routing and delivery.

SKILLS AND INTERESTS

Microsoft Office Applications, Email and Mobile Marketing, Program Coordination, HTML, CSS, Photography.