

Jacob Jacquet

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PROFESSIONAL EXPERIENCE

Co-Founder & CEO

May 2015—Present, Seoul, South Korea

Rezi

- Leading Rezi's strategic vision, transforming company from B2C resume service company based in America to award-winning, B2B resume software company responsible for supplying 4 of the top 10 universities in South Korea with our white-labeled resume platform.
- Responsibilities include product management, product marketing, market/competitive intelligence, public relations, marketing communications, online marketing, event marketing, lead development, and creative services.
- Drove best-in-class marketing strategy to gain insightful performance data across nine marketing channels using multivariate testing to identify profitability and scalability for each channel. Directly led marketing strategies and consistently delivered dramatic efficiency increases to enable full-scale digital marketing optimization.
- Partnering with private companies and universities to provide job seekers with resume solutions to create English resumes. Delivered resume-related lectures at 2 of the top 5 universities in Korea including Yongsei University and Seogang University.

Marketing Analyst

May 2015—November 2015, La Crosse, WI

Kaplan

- Relied on bespoke Tableau dashboards to track marketing KPIs. Used data to create recurring reports which were circulated amongst leadership. Worked with marketing specialists to improve marketing strategies to maximize ROI such as introducing Facebook retargeting.
- Used Survey Monkey to collect customer feedback which was used to conduct competitive analysis, identify market trends, and calculate NPS. Used customer feedback data and optimization software to present and suggest website improvements to management.
- Managed mobile PPC strategy efforts, using Google AdWords Editor and Marin, by teaching marketing specialists best practices to prepare for the behavioral shift towards increased reliance on mobile.

Marketing Specialist

December 2014—May 2015, La Crosse, WI

Kaplan

- Led front-end website redesign of kaplancleantech.com using Expression Engine as a CMS. Optimized landing page variants using A/B testing software, Optimizely.
- Responsible for developing SEO strategies, implementing and monitoring campaigns using MOZ Analytics. Maintained performance through constant site analysis, and new keyword research. Prepared analytics and ranking reports which were presented to management.
- Managed Google Analytics data tracking campaigns to maximize the effectiveness of email remarketing initiatives that were deployed using Salesforce's marketing cloud software. Used Salesforce Object Query Language (SOQL/SQL) to search data for specific information.

Adwords Marketing Intern

October 2013—January 2014, Madison, WI

Acumium

- Executed bid optimization to achieve optimum return and traffic volume for six national campaigns with a combined budget of 1.6M.
- Conducted keyword discovery using online tools, competitive research, and analysis for campaign development.

Web Development and Ecommerce Marketing Intern

June 2012—September 2013, Madison, WI

Wisconsin Public Television (WPT)

- Relied on Google Analytics and retargeting pixels to track behavior when introducing promotions which brought in over \$235,000 in sales.
- Refined HTML/CCS framework of WPT.org using Drupal[®] 7 as a platform along with management of the WPT online store.
- Responsible for Intranet redesign, spearheading the project by assembling detailed research reports from leading industry analysts.

COMMUNITY INVOLVEMENT

Class President | Scholar

September 2010—May 2014, University of Wisconsin-Madison

Powers-Knapp Scholarship

- Selected into Powers-Napp Scholar program – awarded to academically outstanding and underrepresented students of all majors.

EDUCATION

University of Wisconsin-Madison

August 2014, Madison, WI

Bachelor of Science in Economics with Mathematics Emphasis

PROJECTS

Founder

October 2010—October 2014, Madison, WI

Wonsnow.com

- Created snowboarding-orientated Ecommerce business through adhering to an extensive self-written business plan. Sold company in 2014.
- Engineered digital marketing strategy for Facebook, Twitter, Reddit, and email marketing. Web Analytics include: 10,916 unique visitors, 47,465 page views, 4.35 pages/visit, and visitors from over 2,000 unique cities from the 2012 and 2013 seasons.

TECHNICAL COMPETENCIES

- Web Optimization: Optimizely, CrazyEgg, Mixpanel
- Google Suites: Google Analytics, Google Adwords, Webmaster
- Paid Search & SEO/Email: Marin, MOZ, MailChimp, Salesforce
- Data Analysis/Visualization: Tableau, STATA
- Graphic Design: Adobe Photoshop, Illustrator, Indesign
- Web Dev: Wordpress, HTML, CSS, Shopify