

# Jacob Simon

Portfolio: [www.jacobsimonsays.com/portfolio](http://www.jacobsimonsays.com/portfolio)

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## Work Experience

### Associate at Golin

*October 2020-Present*

- Conduct daily community management and create content calendars for several of the world's largest consumer packaged goods brands with audiences of 30 million+.
- Run influencer programs, pitch to journalists and media, and track analytics on CreatorIQ.
- Social listen on Talkwalker, Sprinklr, and Tweetdeck to find relevant, cultural moments and insert our brands.
- Write original copy and collaborate on social media design, content, and marketing direction.
- Build and execute tentpole events for campaigns garnering billions of impressions for audiences of hundreds of millions.

### Digital Marketing Intern at Squirrel Rewards

*September 2020-December 2020*

- Researched, wrote, and edited blogs focused on small business, emerging technology, and modern safety.
- Designed social media graphics, generated content calendars, and formed monthly strategies for brand growth across all major social media platforms.

### Content Writer at Have Fun Do Good

*July 2020-September 2020*

- Researched and wrote blogs on travel and volunteerism.
- Wrote social copy, edited videos, designed graphics, and managed a following of over 30,000 people.
- Contributions added thousands of new impressions and assisted in selling out all upcoming trips for the year.

### Founder at beatthatrecord

*March 2020-September 2020*

- Built a community record-setting website on WordPress.
- Marketed through social media, search engine optimization, and email to gain over 23,000 pageviews, 900+ registered users, and 200+ approved world records.
- Created multiple viral marketing videos gaining over 5 million organic views.
- Engaged with the community to grow to 70,000+ people.

### Team USA Figure Skater, Coach at USFSA

*2007-2019*

- Competed on the elite world stage as a pairs figure skater.
- Led my team in interviews and press conferences.
- Created behind the scenes vlogs for the United States Figure Skating Association (USFSA) and Icenetwork.com.
- Coached group lessons and private students ages 6-adult.

## Hard Skills

Proficient in:

- Adobe Premiere Pro
- Microsoft Office
- WordPress
- Community engagement
- Social media management

Experienced in:

- Adobe Photoshop
- Sprinklr
- Hootsuite
- CreatorIQ
- Talkwalker
- Social listening and analytics
- Search engine optimization (SEO)
- Keyword research
- Graphic design
- Viral marketing
- Crisis management
- Consumer engagement response matrices

## Soft Skills

- Globally diverse leader
- Creative and organized problem solver
- Competitive passion pursuer
- Confident and personable
- Fast, resourceful, and dependable learner

## Achievements & Volunteering

- 2019, 2020 UCCS President's List
- Lambda Pi Eta- Delta Gamma Communication Honors Society Member
- 2014, 2015, 2016 and 2017 U.S. Figure Skating National Championships medalist
- 2016 Junior World Championships, 9th place
- Courage for Kids, Medals for Hope cofounder

## Education

### Bachelor of Arts in Communication

Emphasis in Media Studies

University of Colorado Colorado Springs (UCCS)

Graduated August 2020

3.95 GPA, *Summa Cum Laude*