

# JACOB SIMON

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## Summary

Witty and passionate copywriter and content creator with 3+ years of experience in marketing, storytelling, and community growth. Seeking to leverage my abilities to help environmental leaders raise awareness and make the world a better place.

## Work Experience

### **Founder, Writer, Content Creator / Jacobsimonsays / May 2020 – Present**

- Research and create social media strategies, videos, and copy to amplify the mission and stories for over 75 climate projects.
- Launch content marketing plans while writing social media captions, ads, articles, webpage content, emails, and reports.
- Execute awareness-driven marketing campaigns resulting in over 2.5 million organic impressions and record traffic levels.

### **Associate / Golin / October 2020 – January 2022**

- Wrote original copy for social media, influencer partnerships, and media pitches for planned and real-time opportunities.
- Managed and grew the social community for several of the world's leading consumer brands with audiences up to 30 million.
- Made content calendars, creative briefs, strategies, and presented analytics reports on campaigns with 1 billion+ impressions.
- Trained and managed teams in Asana to increase organization and productivity resulting in hitting or beating all deadlines.
- Organized and oversaw the first in-person influencer photoshoot at the Nutella Cafe in Chicago and collaborated on posts.

### **Digital Marketing Intern / Squirrel Rewards / September 2020 – December 2020**

- Researched, wrote, and edited SEO-focused blogs on small businesses, emerging technology, and modern safety measures.
- Designed social media graphics, content calendars, and digital strategies resulting in over 500% social platform growth.

### **Founder, Creator, Community Manager / BeatThatRecord / March 2020 – September 2020**

- Built a community record-setting website on WordPress with over 900 registered users setting over 200 world records.
- Managed our social community to 75,000 followers, 2.3 million likes, and 10 million impressions.

### **Team USA Figure Skater and Coach / United States Figure Skating Association / 2007 – 2019**

- Competed on the elite world stage as a pairs figure skater while leading my team in interviews and press conferences.
- Filmed vlogs and taught new skaters aged 6-65 for the US Figure Skating Association (USFSA) and Icenetwork.com

**Clients include** Climatebase, Clean Creatives, The Momentum, Action for the Climate Emergency, Zero Waste Magazine, Malmberg, CarePac, Nutella, Pepsi Dig In, Southern Comfort, Ferrero Rocher, Mountain Dew, Kinder, Ship Dating App

## Education

### **B.A. in Communication / University of Colorado Colorado Springs**

- Emphasis in Media Studies, graduated Summa Cum Laude in August 2020 with a 3.95 GPA; 2019 & 2020 President's List
- 2022 Climatebase Founding Fellow

## Achievements

- 2014, 2015, 2016 and 2017 US Figure Skating National Championships Medalist, 9<sup>th</sup> at 2016 Junior World Championships
- Courage for Kids, Medals for Hope cofounder — a charity donating medals won in competition to sick children in hospitals
- One of the 2022 Forbes '43 People Changing Advertising For The Climate'

## Skills

Talkwalker, Hootsuite, Sprinklr, TweetDeck, WordPress, CreatorIQ, Asana, Notion, Adobe Creative Cloud, Microsoft Office