

AMANDA J. JACOBS

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The Woodlands, Texas

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OBJECTIVE

I'm looking to grow with a value based company that helps people through spiritual education. I've specialized in driving qualified leads through strategy, digital marketing, and project management for over a decade. I'd love to serve a Christian company in the travel industry.

CORE COMPETENCIES

Website Development | Administration | Reporting | Operations | Strategy | Communication
Project Management | SEO | Google Ads | Events | Production | Content Writing | Social Media
Management | Market Research | Data Analytics | Lead Generation | ROI tracking | Organization

EDUCATION

BBA in Entrepreneurship
University of North Texas

Magna Cum Laude - 3.8 GPA
College of Business Dean's List

WORK HISTORY

- | | | |
|---|--|----------------|
| Marketing Coordinator/Consultant | SERVPRO Franchises | 2019 - Present |
| <ul style="list-style-type: none">● Procuring new leads with web strategy, SEO, and paid advertising● Manage social media engagement, reviews, blog content, and Google ads● Using data analytics to track and improve lead generation and lead closure rates● Google Analytics, email campaigns, directory listing mgmt, and ROI optimization | | |
| Marketing Director | Trestles Construction Solutions Bakersfield CA | 2018 |
| <ul style="list-style-type: none">● Created new employee training and software training programs● Creative content (Canva) and campaign (mail chimp) writer & editor● Hubspot training, CRM and Task management | | |
| Marketing Manager | Penta State, LLC. Houston TX | 2016 - 2017 |
| <ul style="list-style-type: none">● Completed multiple websites including design, SEO and billing pages● Designed high-quality brochures, banners, and trade show marketing materials● Used social media engagement methods to bring brand awareness to online businesses | | |
| Supplemental Instruction Lead | University of North Texas Denton TX | 2014 - 2015 |
| <ul style="list-style-type: none">● Designed program schedules and activities to meet student needs● Created and organized a university professional networking event including a multiple company panel, connecting students to employers and raising thousands of dollars | | |
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Resume Website: <https://www.amandasileader.wixsite.com/amandajacobsresume>
