

## AMANDA J. JACOBS

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### OBJECTIVE

Your business is my business. My objective is to align our goals and grow together through purpose-driven projects, marketing missions, and business relationship building.

### CORE COMPETENCIES

Microsoft Office | Web Development | Presentations | Project Management | Marketing | Events | Media Production | Training | Content Writing | Relationship Building | Partner Engagement

### EDUCATION

BBA in Entrepreneurship  
University of North Texas

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

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### WORK HISTORY

Marketing Support Coordinator

SERVPRO Tahoe

- Improving web presence to "stage 5" franchisee
- Manage social media engagement, reviews, and blog content
- Using data analysis to improve lead generation and lead closure rate

Marketing and Sales Director    Trestles Construction Solutions    Bakersfield CA    2018

- Created new employee training and software training programs
- Creative content and campaign writer & editor
- Hubspot training and CRM management

International Host Research    AJay Productions    Traveled 13 Countries    2017

- Studied cultures and spoke to local hosts for book content

Marketing Manager    Penta State, LLC.    Houston TX    2016

- Completed multiple websites including design, SEO and billing pages
- Designed high-quality brochures, banners, and trade show marketing materials
- Used social media marketing methods such as audience-engaging contests to bring familiarity and brand awareness to online businesses

Supplemental Instruction Lead    University of North Texas    Denton TX    2014-2015

- 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 over \$2,000
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