

# Jacob Bradley

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## SKILLS

B2B Marketing, Content Creation & Management, Event Planning, Email Marketing, Marketing Analytics, Webinar & Podcast, MailChimp, MS Office, Hootsuite, Adobe Creative Suite, Canva, GoToWebinar, Trello

## EXPERIENCE

### **Marketing & Content Coordinator** Oct 2024 - Present

*Kobo Products, Inc., South Plainfield, NJ*

- Lead quarterly global webinars and monthly podcast series from end to end, managing guest outreach, scripting, scheduling, recording, editing (via Adobe Premiere Pro), and live moderation
- Upload and distribute podcast episodes across Spotify, Apple Podcasts, and YouTube; create episode descriptions and promotional audiograms
- Plan and execute domestic and international trade show participation, managing booth selection, design, logistics, collateral, contracts, and post-event reporting
- Design marketing materials, including flyers, posters, invitations, and digital assets using Adobe Illustrator
- Execute targeted email campaigns via Mailchimp, optimizing open and click-through rates for webinar invites, newsletters, and event promotions
- Collaborate cross-functionally with global Sales teams to update segmented Mailchimp audiences
- Analyze and report on webinar performance, tracking registration trends, engagement metrics, and survey insights to improve future sessions
- Contribute to social media strategy by developing content and scheduling posts via Hootsuite
- Track marketing expenses, select vendors for promotional items and supplies, and manage distribution of sports tickets to customers

### **Marketing Intern** Jun 2023 - Aug 2023

*Kornit Digital North America, Englewood, NJ*

- Optimized B2B email CTAs by aligning them with buyer's journey to enhance campaign results
- Audited and repurposed legacy content, strategically aligning them with marketing goals
- Conducted competitive research, providing actionable insights to further strengthen content strategy

### **Marketing Campaigns & Communications Intern** Jun 2022 - Aug 2022

*Brother International Corporation, Bridgewater, NJ*

- Supported event planning for Brother's Back to Business Dealer Launch
- Streamlined blog content organization using Excel to improve content planning workflows
- Collaborated with Sales to enter and manage trade show leads in Salesforce

## EDUCATION

### **Bachelor of Arts - Communication** Sep 2020 - Jan 2024

*Rutgers University, New Brunswick, NJ*

- Specialization in Strategic Public Communication and Public Relations
- Double minor in Psychology and Digital Communication, Information, and Media (DCIM)