

Jacob Bradley

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<https://www.jbmarketingsolution.com>

Experienced marketing professional with a proven track record of successfully coordinating marketing projects, driving strategic initiatives, and creating compelling content in B2B, marketing communications, and event marketing domains. Skilled in digital marketing strategies, data analysis for campaign optimization, and project management to ensure timely and effective execution. Proficient in Salesforce, Canva, HubSpot, Microsoft Office, and SharePoint.

SKILLS

B2B Marketing, Content Marketing, Marketing Communications, Event Planning & Execution, Market Research, Campaign Coordination

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)
- GPA: 3.6

EXPERIENCE

Marketing Intern

Jun 2023 - Aug 2023

Kornit Digital North America, Englewood, NJ

- Identified and cataloged key legacy content assets, aligning them strategically with the buyer's journey to enhance B2B lead generation efforts
- Enhanced the effectiveness of B2B email marketing by aligning CTAs in Kornit's DTG email campaign with specific customer touchpoints and campaign goals
- Coordinated research of competitors' digital content, providing actionable insights that directly influenced Kornit's content strategy

Content Marketing Intern

Jan 2023 - Dec 2023

Rutgers Center for Communication and Health Issues, New Brunswick, NJ

- Played a key role in executing event planning initiatives, coordinating both tabling events and expansive campus gatherings to amplify the reach of RU SURE, a prominent student health campaign at Rutgers
- Amplified awareness of RU SURE's initiatives by articulating its value proposition and resources to the Rutgers student community
- Strategically curated social content on Instagram and TikTok that effectively communicated RU SURE's messages, solidifying its position as a vibrant and influential student health campaign

Marketing Campaigns and Communications Intern

Jun 2022 - Aug 2022

Brother International Corporation, Bridgewater, NJ

- Utilized Microsoft Excel to streamline blog organization and planning processes to enhance Marcom functions
- Assisted with ambassador and PR planning for Brother Back to Business Dealer Product Launch
- Played a key role in preparing for Brother International Corporation's 70th Anniversary celebration by efficiently gathering and reviewing assets