

JAKE LONDRE

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Skills Summary

I am an experienced multi-tasker with an organized and analytical approach to problem solving. I have years of experience in the restaurant and retail industries which have taught me invaluable communication, leadership, and soft skills. Through this time, I developed a passion for digital marketing and have sharpened my skills in various areas of the field such as Search Engine Optimization (SEO), Pay-Per-Click (PPC), integrated marketing campaigns, digital marketing campaigns, email marketing, and web design.

Education

Western Technical College La Crosse, Wisconsin 2024

Associates of Applied Science in Digital Marketing

- Took part in Western's digital marketing program that was focused on the integral parts of digital marketing campaigns, covering things like Search Engine Optimization (SEO), Pay-Per-Click (PPC), content marketing, email marketing, web design, and social media management.
- Made the dean's list during 4 semesters for achieving a 4.0 grade point average
- Graduated with a 3.3 GPA

Work Experience

Verizon

Solutions Specialist – 09/2023 to Present

Helped provide digital solutions for customers with top-down selling and consistent messaging. Led my team in all five of our key performance indicators in my first month on the sales floor and have continued to be a top performing rep by exceeding company benchmarks.

Zales

Sales Associate - 02/2021 to 08/2023

Helped drive sales through consistent messaging and personal skills. Took initiative with operational tasks such as cash handling, inventory management, and training new hires.

Certifications

Google Analytics Certification 11/2023

Trained in leveraging Google Analytics to analyze web traffic, user behavior, and campaign effectiveness. Allowing for more informed and data driven marketing decisions to optimize marketing strategies, improve user experience, and drive growth.

Google Ads Search Certification 02/2024

Learned how to optimize Google Ad campaigns to maximize return on investment. This included the use of advanced keyword research, ad copywriting, bid management, and performance tracking.

HubSpot SEO Certification 12/2023

Acquired an expertise in optimizing website visibility through strategic keyword optimization, landing page optimization, and link building techniques to drive organic traffic and improve search engine rankings.

HubSpot Inbound Marketing Certification 03/2024

Gained insight into the art of attracting, engaging, and delighting customers through inbound methodologies. Including creating compelling content, leveraging social media, and implementing automated workflows to nurture leads and drive conversions.

HubSpot Content Marketing Certification 03/2024

Became proficient in crafting compelling and engaging content strategies tailored to target audiences, while utilizing multiple channels to drive brand awareness, engagement, and lead generation.

HubSpot Email Marketing Certification 04/2024

Learned how to craft effective email marketing campaigns including segmentation, personalization, and analytics to engage customers and drive conversions. This also focused on the aspects of designing visually appealing emails, optimizing deliverability, and maximizing return on investment through strategic email marketing tactics.

HarvardX Exercising Leadership: Foundational Principles 11/2023

Learned how to identify key perspectives of stakeholders, approach conflict, build trusting relationships, and unbundle complex challenges.