

Jacob Stec

Advertising & Analysis

experience

Strategist, Monarch Exchange

Designed a new agency, created a detailed website. Researched client's target audience and used demo/psychographic insight to develop a strategy. Created strategic brief for the team. Ensured all work followed strategic guidelines. Pitched to a non-profit, Latinas Art Foundation, and won their business. Senior project CAPSTONE.

Sep 21 - Dec 21

Team Leader, Oxfam America

Built strong relationships with and encouraged the public to join a monthly donor program. Generated pitches involving new projects to boost awareness. Motivated and empowered the team to maintain high morale. Developed, planned and deployed trainings, pitches and workshops for staff.

Oct 20- Mar 21

Store Manager, Robert Graham

Contributed ideas for digital marketing campaigns and contacted local talent for events. Maintained client relationships. Applied statistics to create efficient marketing for new products and conversion. Create and manage excel sheets for recaps, schedules, and tracking sales. Hired and trained new staff, opened new stores and contributed to weekly national conference calls.

Jul 16 - Oct 20

education

Bachelor's of Arts, Advertising & PR

California State University, Dominguez Hills
2018 - 2021

Marketing Foundations & Data-Driven Planning; Certifications

The Trade Desk Edge Academy
2021

An analytical and even keeled professional with a knack for organization and detail. Seeking a account coordinator role at an agency that values and contributes to personal and professional growth.

contact

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skills

- Microsoft Excel, Word, PowerPoint
- Critical Thinking
- Organization
- Customer and Employee Experience
- Communication