



JACOB WHEAT

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Summary

Seasoned New Media Marketing Manager / Digital Marketing with 20+ years' experience planning, launching and optimizing digital marketing strategies for musicians and entertainers. Team-oriented leader with success in leading teams in growing brand awareness within key areas. Excited to bring talent and expertise to growing company.

Skills

- Social media management
- Customer engagement strategies
- Internet marketing
- Client relationship management
- Brand development
- Social media marketing
- Digital marketing
- Web analytics
- Multitasking
- Pay-per-click advertising
- Account management
- Cold calling abilities
- Business development
- Web programming proficiency
- Sales planning

Experience

Fletcher Entertainment, LLC. | Louisville, KY

Digital Marketing Manager

01/2013 - Current

- Wrote social media content to increase engagement with customers.
- Developed creative digital content and unique campaigns to drive brand exposure.
- Gathered analytics data from digital marketing across multiple platforms.
- Performed competitor analysis to identify high-value keyword and backlink options.
- Devised results-driven strategies and roadmaps based on clients' needs.
- Built network of social media influencers, including celebrities, bloggers and companies to increase brand exposure.
- Devised marketing packages, including web design, remarketing campaigns, key phrase packages and new media advertising campaigns to increase search engine optimization (SEO) for clients.
- Collaborated with social media influencers such as top musicians, athletes, companies and press to drive brand optimization.
- Tracked and analyzed social media and online marketing initiatives.
- Designed, managed and maintained company website by writing content, directing video designs and designing email, HTML and in-text email promotions.
- Created and implemented marketing campaigns and directory services to help clients capitalize on new media and Internet advertising opportunities.
- Generated interest for new and upcoming product and service releases by managing social media accounts.
- Developed ROI-driven online and social media strategies.
- Oversaw social media accounts and image licensing.

- Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention, engagement, reputation and revenue-focused activities.
- Posted new content for products and services when managing marketing and release calendars.
- Tracked campaign performance and presented detailed results to clients.
- Produced blog posts, pay-per-click ads and promotional content.
- Monitored advancements in social media and technology, working with marketing teams to adopt new platforms and facilitate integration into marketing plans.
- Verified consistency in content and tone to optimize social media accounts.
- Oversaw social media and digital marketing strategy to increase brand exposure and audience engagement.
- Improved short- and long-term digital marketing strategies.
- Interfaced with clients to discuss budget allocation to determine project scope.
- Proposed innovative storylines for digital content and developed unique campaigns to promote brand engagement.

Education and Training

University Of Phoenix | Phoenix, Arizona
Associate of Arts in Business
07/2008

Accomplishments

- Managed multiple digital marketing campaigns, overseeing strategy development from initiation to launch.

Websites, Portfolios, Profiles

- www.JakeWheat.com
- <https://www.linkedin.com/in/jakewheat/>

Additional Information

Producer of Deana Carter's "Wing It Wednesday," which is currently in it's second season of airing live on YouTube, Facebook, and Periscope.