

JACOB ABRAHAM

Marketing | Project Manager

- Oshkosh, WI
- (920) 252-0324
- jaaman7@gmail.com

LinkedIn Profile

<https://www.linkedin.com/in/jacob-abraham-976553145/>

Summary

- Social Media Manager
- Marketing/Branding Strategist
- Sales Floor Associate

Experience with managing social media accounts across multiple industries, including restaurants, automotive, non-profit and residential. Well-versed in B2C sales through DECA (Distributive Education Clubs of America).

In-depth understanding of creative website design and functionality. Ability to collaborate well with cross-functional teams; excellent communication skills and strong leadership ability.

Skills

Facebook

Ads, Business, Content, etc.

Microsoft Office

Word, Excel, Power Point, etc.

Adobe Creative Cloud

InDesign, Photoshop, Premiere Pro, etc.

Mautic

Marketing Automation

Instagram

Managing and Creating Content

Work experience

2016 - 2018 Marketing Specialist

InterGen

Responsible for managing InterGen's social media outlets. Examined data from our websites and social media platforms to help create more engaging content for the target market. Used SEO tools to help placement of information on websites and newsletters. Provided information about social media tools to help clients enhance business outcomes. Created reports for clients to visualize the progress we made while managing their social media accounts.

- Operated SEO tools with the owner to create a listing of our clients to help track their website data for them and understand what their target market was interested in.
- Managed social media accounts within a team to help curate an audience for the business and design client portfolios to visualize the target market.
- Created content for InterGen's social media platforms along with clients' social media outlets. Used tools such as Canva to create custom-made content for Facebook pages.
- Developed social media strategies with the InterGen team and their clients. Analyzed their past social media accounts and examined how to improve their platforms.
- Designed customer profiles for clients upon request.
- Analyzed clients' customers and created a profile representation of their ideal customer. Presented new work to our social media marketing client.
- Attended local B2B meetings and met with industry leaders across the Fox Valley to garner referrals and other business contacts. Presented new work from our social media marketing clients.
- Wrote multiple client proposals after determining their needs through discussions and meetings. Resulted in social media posts/planning, SEO tools and other marketing abilities that would benefit the client.

2015 - 2020 Sales Floor Associate

Menards

Consulted with guests to find and decide which products. Helped guests find and decide which products they needed for their home and work projects. Responsible for shifting hardware needs based on seasonal demands, which prompted relocating and selling different products every other month. Developed an understanding of each area inside of the Hardware department to help guide guests on the sales floor.

- Understanding company policy on how to help our guests with their projects. Memorize the sales process to benefit our guests.
- Ability to keep learning and understanding different products and services Menards offers because of the constant change in products.

Education

Associates Degree of the Arts

Fox Valley Technical College

Marketing Degree