

## Jacob Daniel Herbert

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## Education:

Georgia State University | Andrew Young School of Policy Studies

Bachelor of Science in Public Policy | Overall GPA: 3.27/4.0 | Core GPA: 3.52/4.0 | Dean's List Four Times

## Work Experience:

### **PARSCALE STRATEGY – PROJECT MANAGER | APR. 2020 – NOV. 2020**

- Simultaneously managed multiple projects for the marketing department through coordination with multiple teams and departments; presented projects to executive leadership
- Experience with executing multiple projects within a short time window and deadlines.
- Coordinated rapid response media for various social media accounts ranging from high production videos to graphics
- Oversaw adding information to the content management system for multiple websites including: copy, documents, research information, graphics, videos, and other various recommendations.
- Collaborated with various newspapers, radio stations, billboard companies and other out of home media companies to coordinate media buys nationwide
- Helped solidify processes with designers and video editors for multiple online video podcasts that required meeting strict deadlines; oversaw b-roll research and contributed as a producer

### **OFFICE OF CONGRESSMAN GREG PENCE – LEGISLATIVE CORRESPONDENT | JAN. 2020 – APR. 2020**

- Draft recommendations to cosponsor legislation and letters for the Congressman to support
- Responsible for authoring constituent correspondence in response to legislative campaigns, digital mail, and letter received by the office on behalf of the Congressman
- Oversee an issue portfolio that includes issues regarding animal rights, postal, and Native American issues
- Meet and collaborate with stakeholders, lobbying and advocacy groups relevant to assigned issue portfolio
- Recruit, interview, hire, and manage applicants for the office intern program

### **OFFICE OF CONGRESSMAN GREG PENCE – STAFF ASSISTANT | JAN. 2019 – JAN. 2020**

- Assist legislative staff with multiple types of research, projects, and upcoming legislative proposals
- Coordinate with the Congressman and Chief of Staff regarding constituent services
- Attend weekly briefings regarding upcoming deadlines and legislation; write reports for legislative staff regarding these meetings
- Responsible for all organizing and coordinating constituent visits and reservations for tours

### **GREG PENCE FOR CONGRESS – REGIONAL FIELD MANAGER | JAN. 2018 – NOV. 2018**

- Operate, manage, and maintain a campaign field office

- Liaison between the campaign and local elected officials and community leaders
- Establish and maintain relationships with 18 county chairmen and chairwomen, dozens of elected officials, and constituents
- Cultivate a grass roots campaign by recruiting volunteers, attending local events, and organizing campaign functions

**AMERISAVE MORTGAGE CORPORATION – MORTGAGE LOAN ORIGINATOR | OCT. 2016 – JAN. 2018**

- Analyze clients' financial status, credit, and property evaluations to determine loan qualifications
- Negotiate loan terms and conditions with 12-15 clients per month in 12 different states

**INTERN | CITY OF ATLANTA – DEPARTMENT OF MARKETING | NOV. 2015 – AUG. 2016**

- Work on city projects that include: Atlanta Street-Car marketing strategies, police recruitment initiatives, billboard advertising, and research strategies
- Proposed a unique police recruitment phone application that was adopted into the city budget
- Crafted a marketing proposal adopted by the city promoting usage of the Atlanta street-car
- Analyze and report on annual budget revenue and expenditures for 14 marketing partnerships