

JASON JACOBS

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SKILLS

Digital Marketing, Email and Mobile Marketing, Display & Video Advertising, Account Management, Project Management, Reporting and Analytics, Client Presentations, Digital Photography, Microsoft Office Applications.

EXPERIENCE

AOL, New York, NY

Manager, Video Client Services

December 2015 - Present

- Responsible for over \$5,000,000 in annual video spend across various inventory sources with strict targeting goals.
- Oversee implementation of video campaigns while managing optimizations and campaign performance.
- Manage relationship between internal and external teams including account management, sales, agency contacts and third party partners.
- Collaborate internally to create complex reports, performance updates and QBR presentations.

AOL, New York, NY

Account Manager, Dynamic Retargeting

December 2014 – December 2015

- Oversaw all aspects of campaign management including implementation, content creation, trafficking, performance and budgets for programmatic retargeting programs.
- Cultivated and grew long-term relationships with top internet retail clients while ensuring we meet and exceed performance metrics and revenue goals resulting in as much as 75% revenue growth.
- Provided technical and strategic guidance on campaign specifications and provide troubleshooting/conflict resolution.
- Worked with sales to develop proposals, provide deal evaluation, sales negotiations, revisions and follow-up resulting in the successful on-boarding of multiple new clients.

Confirmit, New York, NY

Technical Account Manager / Sales Engineer

June 2013 - December 2014

- Serve as a mobile subject matter expert to support sales initiatives with a focus on mobile web, SMS and mobile applications.
- Implement complex survey development for the purposes of improving customer acquisition, retention, and profit.
- Train clients on advanced technology platforms to accurately capture, measure, and interpret data that is sourced from active survey participants in Market Research and Voice of the Customer programs.

Velti, New York, NY

Technical Account Manager

September 2012 - June 2013

- Serve as main point of contact for multiple clients and agencies working to utilize and implement the mGage marketing platform in areas including campaign setup, audience targeting and reporting.
- Manage relationship between internal teams and client teams with functions including sales, deployment, project scoping and custom solutions development.
- Lead client training sessions through online modules, knowledge base sessions and in-person trainings resulting in increase in platform usage, message volume and revenue.

Axiom Digital, New York, NY

Associate Account Manager

August 2010 - August 2012

- Responsible for overseeing and implementing marketing campaigns with aspects including targeting, testing, scheduling, reporting and analysis for leading digital agency.
- Managed daily client communications and meetings to ensure campaigns were executed according to program goals involving accuracy, quality, time and budget for over 30 campaigns per month.
- Received quality award for outstanding client work which raised the client/agency relationship status from "red" to "green".
- Actively participated in training fellow associates on email and mobile marketing platforms and campaign setup.

EDUCATION

Yeshiva University, Sy Syms School of Business, New York, NY

Bachelor of Science, May 2010

Major: Information Systems, **Major GPA:** 3.6

Relevant Courses: Information Systems, Network Design, Systems Analysis, Web Development and Design.

Studies Abroad: Bet Meir, Israel, September 2005 - January 2007

COMMUNITY /CAMPUS ACTIVITIES

Second Chance Toys, Mountainside, NJ

October 2013 – October 2015

Board Member

- Second Chance Toys is a 501(c)3 nonprofit corporation founded in 2006 to keep plastic toys out of the landfills by donating them to children in need.

Student Organization of Yeshiva, New York, NY

August 2009 - May 2010

President

- Led student council overseeing student activities with \$50,000 annual budget.
- Organized lectures, concerts and charitable events for entire undergraduate student body.
- Founded and designed YUzmanim.com for schedule times for undergraduate campus activities producing 100,000 page views annually.