

# 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, Client Services*

December 2015 - Present

- Responsible for over \$10,000,000 in annual programmatic spend across display and video inventory with strict targeting goals.
- Accountable for 15 incremental sales pitches each quarter resulting in both incremental budget and renewal agreements.
- Oversee implementation of digital 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

- Served as a mobile subject matter expert to support sales initiatives with a focus on mobile web, SMS and mobile applications.
- Implemented complex survey development for the purposes of improving customer acquisition, retention, and profit.
- Trained 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

September 2012 - June 2013

*Technical Account Manager*

- Served 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.
- Managed relationship between internal teams and client teams with functions including sales, deployment, project scoping and custom solutions development.
- Led 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

August 2010 - August 2012

*Associate Account Manager*

- 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.