


## CONTACT



 Denver, Colorado

 720.936.8861

 taylorjpt@gmail.com

 itsJustJake88

# JAKE TAYLOR

## Digital Marketing Professional PCM, CDMP

I bring a blend of experience developed professionally in digital marketing, communications strategy, brand management, and creative execution, all complimented by an academic foundation in sociological insights and technical journalism.

I leverage collaboration as well as individual empowerment to lead impactful marketing campaigns effectively and efficiently, across a variety of channels and mediums, from conception to completion. I am self-motivated, organized, and thrive in fast-paced work environments, committed to accomplishing project goals that both reflect my passion for creativity as well as my drive to produce high-quality results.

**Marketing & Communications**

6

Years

**Marketing Education**

4+

Years

**Management Experience**

3+

Years

**Existence**

36

Years



## WORK EXPERIENCE

**Energera**

**Marketing Manager**

**2022 - Present**

4

Brands Managed

39%

LinkedIn Growth Avg. YoY

2x

Website Traffic

Execution of comprehensive, multi-channel marketing strategies, delivering consistent and aligned campaign initiatives.

- **Brand Development:** Established comprehensive brand standards and operational procedures, driving consistency across all marketing and communications efforts.
- **Digital Strategy:** Oversaw the creation of engaging campaigns and KPIs to monitor and improve the brand's digital presence online, including web, social media, and SEO.

**COGA**

**Communications & Research Coordinator**

**2018 - 2022**

60-120

Press Statements, Releases, Quotes

2x

Growth Social Media Following

50+

Annual Programs & Events

Produced and designed consistent content for Association communications and advocacy efforts, executing across multiple platforms and channels.

- **Communications Strategy:** Developed and implemented comprehensive campaign strategies to enhance organizational impact and engagement.
- **Content Production:** Created B2C digital media content and resources to ensure consistent, relevant, and impactful messages.

**JTA Communications**

**Digital Marketing Creative**

**2020 - 2022**

9/10

CSAT Rating

8% +

Campaign Conversion Rate

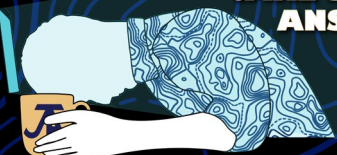
6x

Websites Developed/Optimized

Provided digital marketing and strategy solutions to enhance brand equity.

- **Strategy Services:** Enhanced small business brand equity, presence, engagement and reach potential through consulting, content creation, and promotion.
- **Web Development and SEO:** Analysis, optimization, and implementation of tailored web strategies addressing user experience (UX), search rank, data reporting, and functionality.

**JAKE'S THE ANSWER**



JakesTheAnswer.com



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## EDUCATION



**MBA, Digital Marketing  
CCC, Business Marketing**  
Sacred Heart University  
2015



**BA, Sociology  
CCC, Media & Comms**  
Colorado State University  
2012



**Certified Digital  
Marketing Professional**  
Digital Marketing Institute  
2024



**Professional  
Certified Marketer**  
American Marketing  
Association  
2024



## PROFESSIONAL SKILLS

### Marketing Strategy

XP

Research, collaboration, planning, and data-driven decision-making.

### Branding

XP

Strong, consistent brand identity and fostering brand equity through trust and advocacy.

### Communications & Engagement

XP

Impactful messaging connecting brand & target audience/demographics through diverse channels.

### Creative Execution

XP

Compelling visual and written content that engages, conveys ideas, values or concepts.

### Digital Experience

XP

Optimization, analytics, and data management utilizing interactive digital platforms.

*For more on professional skills and proficiencies with specific tools, programs, and platforms,  
please visit, [JakesTheAnswer.com](https://www.JakesTheAnswer.com)*



## ACHIEVEMENTS & AFFILIATIONS



**ALUMNI ASSOCIATION**  
COLORADO STATE UNIVERSITY

**AM>**  
AMERICAN MARKETING  
ASSOCIATION



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