



CONTACT ME

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SKILLS SUMMARY

- Marketing
- Branding
- Adobe Creative Suite
- Microsoft Office
- Hootsuite
- MailChimp
- Creativity

SUPPLEMENTAL

- 📖 4 -Year NCAA Letter Winner for Monmouth College Golf
- 📖 Student Athletic Advisory Committee - Monmouth College Rep for Midwest Conference
- 📖 Monmouth College Student Athlete Ambassador



Nate Jacobs

CONTENT MARKETING and BRANDING

I am an experienced marketer across all channels of print and digital, aiming my future toward content marketing and branding with a secondary focus on communications.

WORK EXPERIENCE

Project Manager

LSI Graphics, Memphis, TN | April 2023 - Present

- Lead creative teams through productive workflows to ensure high-quality production and installation of large-scale design projects
- Manage projects ranging in budgets from \$300 to \$200K from concept to installation
- Successfully implementing large-scale branding and design elements in school, sports, auto, governmental, business, real estate, entertainment and many more industries

Assistant Marketing Manager, Loyalty

AutoZone, Memphis, TN | June 2022- April 2023

- Managed and influenced 36MM AutoZone Rewards members through the AutoZone ecosystem
- Created and managed all Bonus Reward and promotional offerings relating to loyalty and Rewards
- Worked cross-functionally with Digital, Creative, CRM, Data Analytics, and Merchandising teams
- Worked as main contact for all ~6500 stores and their employees regarding loyalty and Rewards program
- Conducted contests and training events across all ~6500 stores to keep Rewards and customer loyalty at the top of store employee minds.

Marketing & Business Development Coordinator

Caldwell Lifting Solutions, Rockford, IL | April 2019 - June 2022

- Managed all marketing activities for the company (social media, product literature, email, print and online ad and marketing campaigns)
- Rebuilt company website from the inside out to include e-commerce and new product taxonomy
- Rebranded company to provide a new, innovative, and modern look to the logo, marketing pieces and print collateral
- Established and ran print and digital advertising, totaling ~\$370k worth of total ad space

Marketing & Product Coordinator

Republic, Davenport, IA | June 2017 - Nov 2018

- Created, ran, and monitored all print and digital marketing campaigns for the company and/or specific products
- Planned and ran large events including both customers and suppliers
- Designed both digital and print advertising pieces for campaigns

EDUCATION

Monmouth College

BA in Business Administration | Aug 2013 - April 2017

- 3.4 /4 GPA
- Emphasized marketing and advertising
- Supplemental graphic design and communications courses