

Jacob Said

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<https://jakesaid.myportfolio.com>

EDUCATION

Marketing BBA Degree

Graduated May 2022

The University of Iowa- Tippie College of Business, Iowa City, IA

- Art Minor
- American Advertising Federation student organization
- OnIowa Volunteer
- Cum GPA: 3.39/4.0

Associate of Arts Degree

Graduated May 2019

Muscatine Community College, Muscatine, IA

- Phi Theta Kappa Honor Society
- Acted in a theater production
- 3.71 GPA/4.0

BUSINESS EXPERIENCE

Digital Marketing Specialist & Lead Graphic Designer

July 2022-Present

Mid-America Carpenters Regional Council Chicago, IL

- Create and schedule social media posts (specialize in Tik Tok & Reel creation)
- Monitor and maintain all social media outlets.
- Design pamphlets, advertisements, posters, PowerPoints, and shirts.
- Film large company public speaking events, interviews, and jobsite walkthroughs.
- Run and maintain the social media outlets and Associate Produce for the company's TV show Built To Last.
- Supervise communications interns

Content Marketing Assistant

Sep. 2021-May 2022

University of Iowa College of Law, Iowa City, IA

- Created graphics/content daily for University of Iowa College of Law social media and emailing list.
- Developed copy for the Law College's social media posts.
- Designed and edited a branded internal teaching innovation video series

Marketing Intern

May 2021-Sep. 2021

McCarthy-Bush Corp., Davenport, IA

- Mild rebrand of Bush Construction (News Release, Letterhead, PowerPoint theme, etc.)
- Designed visuals for the podcast on Youtube.
- Expanded the podcast from 2 listening platforms to 5
- Created signage for new projects.

Graphic Content Creator Remote Intern

May 2021-Aug. 2021

Belly Up Sports, Remote

- Created graphics/edits weekly for the basketball Instagram

LEADERSHIP

Social Media/Public Relations Director

Aug. 2020-May 2022

American Advertising Federation student organization

- Develop content for both Twitter and Instagram accounts
- Recruit additional members through social media
- Communicate with and scheduled guest speakers

SKILLS

- Proficient in Adobe Photoshop, Illustrator, and Premiere Pro
- Social Media Management
- Data gathering and processing
- Proficient in Microsoft Office Programs