

Steven Jacobs

Aliso Viejo, CA • 92656

www.stevencj.com

PROFILE

Meticulous **Digital Marketing Strategist** who undertakes complex campaigns and delivers superior results. Possesses knowledge in a wide array of strategies such as SEO, and Social Media. Operates with a fun, self-motivated and quick learning attitude.

EDUCATION

Business Administration: Marketing, Management & Finance
Concordia University, Irvine, CA 92612
Graduated 2010 with Sigma Beta Delta National Honor Society

SKILLS

SEO Social Media Marketing **Search Engine Marketing** Blogging
E-Commerce **Conversion Rate Optimization** Inbound Marketing
Email Marketing Explainer Videos **Online Reputation Management**

EXPERIENCE

Healthcare Success, SEO Director (March 2014 – Current)

Responsible for overseeing organic search strategy for clients and Healthcare Success. Strong focus on generating qualified leads that yield long-term success. Along with SEO, responsibilities include landing page & website creation, paid social media, reputation management, sales support, tech support, consulting, conversion rate optimization, LMS, marketing automation, analytics, and reporting.

Neilson Marketing, SEO Strategist (January 2012 – February 2014)

Responsible for overseeing SEO strategy for insurance agencies (personal & commercial lines) and to increase their rank on search engines. Performed IT maintenance and account management.

EDM Sauce, Founder (April 2012 – Current)

Founded a music news website as a passion project. Currently, EDM Sauce is the #2 website in the world for EDM, and receives more than 1 million visitors monthly. Along with music news, EDM Sauce has one of the most visited eCommerce stores in the industry.

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