



JARED GOLDSTEIN

Digital Marketing & Computer Information Systems
Website: <https://jaredallen.com> | Phone: (703) 626-7140

Email: jared.g703@gmail.com | Address: 10845 Fairchester Dr. Fairfax, VA 22030

OBJECTIVE

Accelerate company growth and profitability through data analytics and digital marketing. Achieve corporate goals through paid and organic promotion, proper branding, messaging, targeting, product differentiation, or cost leadership strategies.

EDUCATION

DIGITAL MARKETING MAJOR & CIS MINOR • DECEMBER 2021 •
JAMES MADISON UNIVERSITY
GPA: 3.3
Dean's List

HIGH SCHOOL DIPLOMA •
MAY 2017 •
GEORGETOWN DAY SCHOOL
GPA: 3.7
Graduated with Honors

SKILLS

Certifications: Marketing Tools: Digital Marketing (2019), Google Analytics, Hubspot SEO, Inbound Marketing, Email Marketing, Social Marketing, Hootsuite Platform, Managing Projects with Microsoft Teams, Scrum
Hard Skills: IoT data analytics, social media, Google Drive, Microsoft Teams, SPSS Statistics Modeler, Moz, Google Analytics, MailChimp, Access Database, Python 3.7.4, SQL Command Line, HTML, Power BI, Gliffy, Canva, Web and Graphic Design (Adobe Creative Suite), Microsoft Office: PowerPoint, Excel, and Word.

EXPERIENCE

SEO/SEM Strategist • Carahsoft • February 2022 – Current

- Executed SEM campaigns: created ad copy, promoted landing pages on Google and Microsoft Bing, tracked KPI's, analyzed data, and reported metrics, insights, and key takeaways
- Implemented SEO strategies: created content for website, included metadata for vendor micro-sites and new/existing landing pages, technical website updates to improve UX/UI, revised new/existing website content to drive organic traffic to the page by increasing its search engine visibility
- Corporate collateral: created physical marketing support cards that featured a vendor portfolio of more than 1,000 partners, updated marketing collateral with new vendors, logos and taglines
- UX/UI: Led marketing initiatives to optimize the entire website by improving existing pages and deleting/updating outdated ones

Account Executive • A&A Marketing Group • July 2020 – August 2020

- Sales representative for a third party marketing firm partnered with AT&T (sold internet, tv/streaming, and phone service plans)
- Direct sales experience: made 100 sales with a 5% cancellation rate during the COVID 19 pandemic

RESEARCH INTERN • CENTER FOR BRAINHEALTH • MAY 2019

- Collected data from a variety of google searches using different keywords to evaluate their effectiveness in reaching target markets
- Created a database on competitors' products and conducted analysis to identify a strategic price point for positioning their product and services in the market
- Search Engine Optimization: analyzed their websites and social media to optimize pathways for their desired keywords to better engage with customers and attract new prospects

MARKETING INTERN • ZANSORS, INC • MAY 2018 – JULY 2018

- Conducted Internet of Things research and collected baseline data for the development of "RESPA," a next generation breathing sensor for human performance related to sports
- Delivered sales at special events and online
- Created a database and implemented an email marketing campaign to increase customer awareness and drive conversions
- Launched a crowdsourced fundraising campaign on Indiegogo

VOLUNTEER EXPERIENCE OR LEADERSHIP

- Delta Mu Sigma: Digital Marketing Honors Society
- Empowerment Coach for disadvantaged youth: DreamDog Foundation, a 501(c)(3), improved literacy at shelters and schools
- Day Care Counselor: ARHA (Alexandria Rehabilitation Housing Authority) provided daycare for children of low-income parents.