

Jacob Allan Wauters

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Summary

Hardworking and determined marketing and sport and event management dual major looking to continuously better myself. High attention for detail. Certified in Google Analytics and a specialist in Microsoft Office Excel and also proficient in Autodesk CAD software and Adobe software, including Photoshop, Illustrator, and InDesign.

Education

The University of Findlay	<i>Findlay, Ohio</i>	Expected Degree Completion: May 2018
<i>Bachelor of Science in Marketing and Sport & Event Management</i>		GPA: 3.72

Work Experience

The Oiler 10	<i>Findlay, Ohio</i>	August 2016–Present
Digital and Social Media Marketing Intern		

- Curate content and schedule social media posts
- Track and report data analytics for post/website performance
- Create other communication deliverables such as newsletters, flyers, graphics, etc.

Partitions Plus, LLC	<i>Findlay, Ohio</i>	May 2017-August 2017
Design/Business Intern		

- Communicated with customers to identify their needs
- Designed packaging needs of the customers in a cost effective and efficient manner
- Able to cut material cost by 50% on one of the largest customer projects

Small Business Development Center	<i>Lima, Ohio</i>	April 2016–September 2016
Market Researcher		

- Wrote a market research report
- Analyzed consumer behavior
- Conducted a competitor analysis

Hancock County Veterans Service Office	<i>Findlay, Ohio</i>	May 2016–August 2016
Marketing Intern		

- Wrote a marketing plan
- Started a newsletter
- Managed social media marketing

Cleveland Browns Dawg Pound Drive	<i>Cleveland, Ohio</i>	September 2015–January 2016
Volunteer		

- Set up partnership activations
- Monitored fan engagement
- Managed Browns Backers Tent

Extracurricular Activities

The University of Findlay	<i>Findlay, Ohio</i>	Fall 2015–Present
Marketing Club		Spring 2017
Dana Scholars		Fall 2015 & Spring 2016
Future Leaders Initiative		