

Jared Capuson

Contact:

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(716)-445-9104

EDUCATION

Loyola University Chicago, School of Communication

Master of Science: Global Strategic Communication
Bachelor of Arts: Advertising/Public Relations; Minor: Political Science

Chicago, IL
September 2020-May 2022
September 2016-May 2020

EXPERIENCE

American Marketing and Publishing, LLC.

Content Marketing Coordinator

Chicago, IL
May 2022 – Present

- Oversee all processes and maintain content expectations for the OPTIMA™ Platinum and AMP Video products.
- Manage the OPTIMA™ Platinum workflow, maintain cross-departmental communication, and provide initial and ongoing product training for the Content Marketing team and multiple other departments.
- Develop forward-thinking strategies and create new processes for product growth and quality enhancements.
- Day to day management and development of a team of three full-time content specialists to build and service websites to customers.

American Marketing and Publishing, LLC

Marketing Assistant

Chicago, IL
April 2021 – May 2022

- Worked with internal developers and external vendors to develop a website template to service to small businesses.
- Spearheaded the OPTIMA™ Platinum product launch, overseeing the complete production of over 350 customer websites since March 2022.
- Managed the imagery, written content, design, and maintenance of a client's custom website.
- Wrote video scripts for over 75 customer videos.
- Road mapped email campaigns to drive revenue, conducted customer research, ran reports in Sugar CRM to compile lists of target audiences, professionally designed emails and created their unique content, and executed successful delivery of these emails to the target audiences.

Power Solutions International

Intern: Marketing/Sales

Wood Dale, IL
February 2020 – August 2020

- Assisted in managing projects to analyze the international engine market database and find untapped segments.
- Worked with multiple department teams to review materials for accuracy and adherence to strategy.
- Used research and metrics to help brainstorm and improve creative marketing tactics. This includes web design, brochure design, video creation, and event displays.

Chicago Public Media

Intern: Producer/Social Media Manager

Chicago, IL
September 2018 – December 2018

- Produced a radio show on Vocalo Radio 91.1FM by editing audio, writing segments, and managing social accounts.
- Executed the "Chi Sounds Like" advertising campaign by managing social media accounts, attending events to meet artists, and going on-air during prime-time hours.

LEADERSHIP

@HomeFitness by Jake

Brand Strategist

Chicago, IL
January 2022 – May 2022

- Created a brand name, logo, website, Facebook, and marketing strategy for an independent client starting a new business.

Treble Chef Blog

Author/Curator

Chicago, IL
October 2020 – Present

- My own personal brand with a website and blog fully optimized with SEO tactics and measured with Google Analytics.
- 1,000+ pageviews in the first two months.
- Creation and promotion of Instagram page, YouTube channel, and Spotify channel.

SKILLS & CERTIFICATIONS

Skills: Proficient in WordPress, Sugar CRM, Facebook Ad Manager, Google Analytics, Google Adwords, Microsoft Suite, and more.

Experience: Project management, web development, content creation, team leadership, analytics, digital marketing campaigns, paid media, social media management, SEO, SEM, app development, augmented reality, creative ad development, and more.

Certifications: Hootsuite Platform Digital Marketing.