

# Alexander Evan Jerome

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## Marketing / Computer Science Degrees Specializing in Digital Marketing and Strategic Innovation

Award Winning Leadership • Digital Marketing • Analytics • Design • UX • Web Development • Product Management

### Education

- Bachelor of Science, Marketing - The R.H. Smith School of Business, University of Maryland, May 2019
- Bachelor of Science, Computer Science - University of Maryland, College Park, May 2019
- Overall GPA 3.5, Quest Honors Program, Business Catalyst Fellow, Business Study in Japan
- Undergraduate Lecturer – Human Interface Design, Google Analytics

### Professional Experience

#### Digital Strategist, WebMechanix\*

June 2018 – August 2018

- Built content, organic and paid search strategies using Google AdWords and SEMRUSH
- Optimized UX and CRO for various clients using research gathered from Hotjar

#### Team Leader, Digital Innovation Lab, Gannett (USA TODAY)\*

May 2017 – August 2017

- Managed 2 teams of 6 interns and applied design thinking to create corporate product strategies
- Presented product proposals to capture and retain millennials to C-level executives leading to product adoption
- Strategized, designed, and built corporate product website using Sketch, PHP, CSS, HTML and Wordpress

#### Marketing Specialist, Mindgrub Technologies\*

May 2016 – August 2016

- Created digital marketing strategies using Hubspot, Google digital marketing tools, Facebook Ads, and Twitter Ads.
- Spearheaded Style Guide creation, managed social media, and press release distribution

#### Data Analytics/Visualization Specialist, R2integrated\*

June 2015 – August 2015

- Worked with major clients including Hershey's, The National Aquarium, Volvo, and Coldwell Banker
- Conducted analysis and created tactics using Google Tag Manager, Google AdWords, and Google Analytics

### Volunteer Leadership Experience

#### Director, University of Maryland Student Marketing Consulting Group

May 2015 – August 2016

- Restructured and rebranded agency to land major clients and increase revenue by ten-fold
- Created campaign with click through rate of over 21% for a product launching into Lowe's Home Improvement
- Led Google Enhanced Ecommerce implementation and directed creative on redesign for client's website

#### Director of Marketing, Bitcamp - UMD Student Hackathon

Sept. 2014 – March 2016

- Increased registration by over 100% by developing website, optimizing SEO, produced video, and collateral
- Created marketing strategy for social, email, print, promotional products and public relations
- Solicited event funding from many large technology firms, such as Facebook, Microsoft and Twitter

#### Digital Marketing Project Manager, QUEST Honors Program

Sept. 2015 – April 2017

- Worked with Verizon and Washington Redskins to create a handheld device that analyzes fan demographics
- Studied in Japan to learn design and quality techniques from brands including Toyota and Panasonic

### Awards and Skills

- Executive Board Member of the Year, Smith School of Business Student Association - 2016
- Certified in Google Analytics, Google Ads and Google Tag Manager – 2015
- Adobe Certified Associate - Advanced in Adobe Creative Cloud – Photoshop, Illustrator, Premiere and After Effects
- Languages – HTML, CSS, SASS, PHP, JavaScript/jQuery, SQL, Java, Ruby, Python, C, Lua, OCaml, Prolog

\* Paid Corporate Internships