

Jacob Jenne

phone: (801) 319-9640
email: jacob.jenne@gmail.com
1674 W 860 South Orem, UT 84058

Experience

2009-present, Web/Marketing Manager, Silhouette America, Inc.

Responsible for all marketing for the company including advertising, trade shows and web sites
Established company brand through products, web sites, and advertisements
Researched, developed and executed strategies to improve sales and revenues
Managed team of 5 employees
Created and maintained an online digital media shopping site serving thousands of subscribers and millions of media downloads monthly
Developed online marketing strategy directly responsible for nearly \$1 million of annual revenue
Created relationships with various domestic and international suppliers for product development and procurement

2007-2009, Senior Web Developer, QuickKutz, Inc.

Collaborated as part of the Marketing Department to create new advertising campaigns, promotional strategies and market research
Created and maintained web sites and applications for QuickKutz brands and products
Reverse engineered existing compiled code to integrate web sites with existing inventory and accounting software
Created web services for cross-domain data exchange
Created Windows applications for internal and end-consumer use
Created various web applications to streamline processes for departments such as Customer Service, Product Development and Marketing
Created a Windows service/web applications to send newsletters, geolocate retail locations, and bill subscribed customers
Managed and mentored a Junior Web Developer

2004-2007, Contract Web Designer

Created complex administrative sites to manage products and conduct online sales
Worked with PDF creation, UPS integration and Paypal

2003-2007, Web/Graphic Designer, Department of Statistics at Brigham Young University

Created and maintained department web site and web applications for the faculty and staff.
Created print graphics for events, seminars and publications.
Debugged existing code in multiple web sites.
Coordinated projects with students, faculty and staff members to meet everyone's needs.

Skills

Online Marketing

Advertising, mass email marketing, affiliate programs, endorsements, market research

Graphic Design

Illustrator, Photoshop, InDesign, photography

Web Development

UI design, HTML, CSS, Javascript, PHP, MySQL/MSSQL, VB, C#, Java, C++

Product Development

Product design, sourcing, cost analysis, inventory control

Sample Work

Web Development

<http://www.silhouetteamerica.com>
<http://www.silhouetteonlinestore.com>

Photography

<http://jakejenne.blogspot.com>

Education

Brigham Young University, Provo, UT

B.S., Geography; emphasis in Geographic Information Systems, 2007

References

Kris Morris, Colleague, V.P. of Sales, Silhouette America, (949) 860-4155

Eric Ruff, CEO/President, QuickKutz, Inc.

Tony Anderson, Employee, QuickKutz, Inc. (801) 922-4855