

# Jacob Jenne

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## 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