



Jacob Handley

FULL STACK MARKETER /
MARKETING EXECUTIVE

Contact



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Skills

Project Management



Digital Marketing



Leadership



Traditional Marketing



About

Fortune 500 experienced full-stack marketer & former agency founder that served over 200 clients globally.

Media Buying, Consulting, Funnels, Websites, and Social Media are my primary areas of expertise but I do have experience in all verticals of digital and non-digital marketing.

I have led teams of over 20 individuals successfully while continuously surpassing KPI's and maintaining project timelines.

Technical Skills

Media Buying

- Google Ads & Google Analytics (Including Display)
- Facebook & Instagram Ads (*Have Managed 7 Figure Campaigns Before*)
- Twitter Ads
- LinkedIn Ads
- Bing/Yahoo Ads
- Managed Teams Of 15+ Media Buyers Under Me

Digital Marketing

- Content Creation & Storytelling
- Email & SMS Marketing
- Digital Strategies
- Dynamic Consulting
- SEO
- Marketing Automation

Technical

- WordPress
- ClickFunnels & Unbounce

Professional Achievements

-Featured In Inc Magazine (2018)

-Featured In Flippa.com Exit Interview (2019)

-Shopify Work Featured In Shopify Exchange (2018)

- Responsible for 5.10 X Revenue For SwingDish (a Toby Keith Brand - 2020 - 2021)

-Head of marketing & content for presentation for CES 2020 presentation by WOWCube (Series B Startup)

Work Experience

LaunchTec, Inc. - Digital Agency

Founder & President

Jan 2022 - Present

GiveBackToHeroes- 501(C)3 Non-Profit

Board Member / Advisor

Aug 2022 - Present

- Serving on the board of GB2H as a salaried member and advisor. I mostly advise in our digital presence as well as our media and marketing overseeing the efforts and people involved.
- Responsible for securing over \$120,000/Year+ in Google Grant money for GB2H.

TruuBlue - Series A Startup

Chief Marketing Officer

2022 - 2023

- Served as the company's CMO and handled all verticals of marketing/digital for the company reporting directly to the founder. Everything but not limited to Website creation and development, marketing strategies, digital ads, market research/tests, content production, merch production, social media, influencers / PR , and various consulting.
- Created & Developed TruuBlues College Ambassador program as well as led the initial recruitment and interviews for it.

Work Experience

High Rise Media - (Acquired By
Partners 2021)

Founder / CEO

2018 - 2021

- Served over 200 clients including: Toby Keith, Tim McGraw, Christopher Nolan, The New York Times, and many more.
- Started with just myself doing everything from the website building to the ads to the social media you name it. By the time I left in 2021, we had over 30 active clients and over 25 active employees.
- Managed 7 figure campaigns, and entire brand rebuilds for the likes of Toby Keith and others.

GritFit - (Acquired)

2017 - 2018

Founder / CEO

- E-Commerce based fitness apparel.
- Handled all aspects of digital marketing including ads and influencer campaigns.
- Designed Clothing.
- Amassed 1500+ Orders In A 2 Month Period
- Designed / Built Shopify Store
- Later sold to Oregon group on Shopify Exchange
- Built and managed a team of 10 freelancers.

Project Semicolon (Michael
Shields)

2016 - 2018

Executive Assistant / Mentee

- Worked closely with co-Founder of Project Semicolon one of the world's largest and respected non-profits in mental health.
- Coordinated various events and marketing both online and offline.
- Helped market the launch of their app for online counseling.
- Assisted Michael in other ventures with marketing and leadership including but not limited to HoverBoards, TrigLock and others.

Jahh's Modding

Founder/Owner

2014 - 2015

- Invented original way to surpass Microsoft's code limitations.
- Started in my parent's loft within 6 months was the largest service provider of modding on a forum site of over 2 million members.
- Handled all marketing, design, coding, and customer interaction.