

# JACOB ROUSER

Digital Marketing and Content Strategy

Email: [jacob.rouser@gmail.com](mailto:jacob.rouser@gmail.com)

Phone: 423-290-6808

Website: [www.jacobrouser.com](http://www.jacobrouser.com)

## WORK EXPERIENCE

- May '17 - Present + **Shelton Group**  
**Digital Marketing Manager**
- Created FY18 marketing strategy and defined marketing KPIs based on agency goals.
  - Developed and launched marketing automation and lead scoring strategies to enable sales to identify most engaged leads.
  - Implemented new content marketing strategies that resulted in a 61% increase of new leads.
  - Managed and coordinated agency content calendar with key stakeholders across the agency (including design and executive teams) to ensure on-time delivery.
  - Established SEO/SEM strategies for both agency and clients including keyword and structural improvements.
  - Planned and executed paid media campaigns as well as building and managing relationships with third-party media vendors.
  - Communicated campaign performance to clients and served as digital marketing subject matter expert.
  - Assisted with the design, front-end development, and launch of new client sites.
- May '14 - May '17 + **Skillsoft Global Compliance Solutions**  
**Marketing Content Developer**
- Directed the content strategy for the compliance business unit, which contributed to a 173% increase in new leads.
  - Created and managed the demand generation strategy including: budget, email marketing campaigns, paid acquisition, digital advertising, and inbound marketing that led to a 236% increase in closed business.
  - Leveraged Marketo and Salesforce to analyze campaign performance and inform strategies for future campaigns.
  - Managed content library and created materials for lead generation and sales campaigns including: ads, industry reports, presentations, infographics, blogs, and white papers.
- Sep '12 - Present + **Freelance**  
**Content Writer and Marketing Consultant**
- Developed blogs and web pages using WordPress and Ghost.
  - Consulted on website copy, business plans, and content/social media campaigns for quality, design, and long-term sustainability.
  - Analyzed web traffic to understand visitor trends and interactions while measuring the impact of site changes.
- May '13 - Mar '14 + **KaTom Restaurant Supply**  
**Content Team Leader/Lead Editor**
- Managed, hired, and trained a team of 3 writers.
  - Aligned marketing and data teams with the content team for new and seasonal campaign launches.
  - Created and implemented an in-house style guide to define a voice and tone for all content.

## ABOUT ME

Name: Jacob Rouser  
Location: Knoxville, TN 37922  
Experience: 5 Years  
Languages: English: Native Speaker  
German: Conversational Fluency

## EDUCATION

2011 - 2012 Technische Universität Dortmund  
[German Language and Literature](#)  
Minor Achieved and Study Abroad Credit

2008 - 2012 Maryville College  
[Bachelor's of Arts - English Language and Literature](#)  
Senior Thesis: The Salesman - A Thematic Exploration in German and American Literature

## SKILLS

Writing	Editing
Content Management	HTML/CSS
Marketing Automation	A/B Testing
Project Management	Blogging
Funnel Optimization	Social Media
Demand Generation	Markdown
Marketing Strategy	SEO/SEM
Inbound Marketing	Presentations
Browser Testing	Wireframing
Media Planning	Web Analytics

## SOFTWARE

MS and Google Suites	Photoshop
Google AdWords	Illustrator
Google Analytics	InDesign
Salesforce	WordPress
Basecamp, Trello, etc.	Slack
SEMrush	Sketch
ActiveCampaign	InVision

## CERTIFICATIONS

HubSpot Inbound Certified  
HubSpot Content Marketing Certified