

Jacob Farnworth

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644 West 1875 South
Lehi, UT 84043

EXPERIENCE

Hexagon IT Solutions/5th Floor Media

Marketing Manager

Draper, UT

June 2023-Current

- Run digital marketing campaigns across diverse industries, tailoring strategies to client needs
- Leverage CRM tools to track performance and provide detailed reports to clients
- Optimize websites and SEO to increase traffic and improve search rankings
- Develop and execute email marketing campaigns to enhance client engagement
- Implement omnichannel marketing strategies to boost product sales, integrating digital ads, social media, email, and SEO for a product-based marketing client
- Lead multi-channel lead generation campaigns on Google, Meta, LinkedIn, Twitter, etc
- Conduct A/B testing with several campaigns across products/services
- Enhance website performance and user experience through updates and SEO strategies
- Boost search rankings using backlinks and advanced SEO techniques

Mountain Land Physical Therapy

Digital Marketing Manager

Cottonwood, UT

January 2019-June 2023

- Led digital marketing efforts across Google Ads, SEO/SEM, and Meta
- Executed targeted campaigns based on clinical needs and full-funnel strategies
- Managed a team of 4 including a graphic designer, digital marketing specialist & digital marketing assistant.
- Rebuilt website in WordPress, boosting traffic and engagement

Mays LLC

Digital Marketing Specialist

Draper, UT

December 2018-January 2020

- Created branding and brand strategy for a small woman's boutique
- Coordinated photography sessions and edited, published product pictures
- Executed SEO Strategy, as well as PPC, email, and affiliate marketing

Red Rocks | Wolverine Crossing

Orem, UT

Marketing Specialist

November 2017-December 2019

- Planned, advertised/marketed & executed various student-based events
- Headed all efforts for property wide marketing campaigns, including social media & email marketing
- Contributed to the rebranding efforts for the program

EDUCATION

Utah Valley University

Orem, UT

- Bachelor in Marketing (Emphasis on Business Management)
- President of Distributive Education Clubs of America (DECA)

January 2018-May 2022

SKILLS & INTERESTS

Personal skills:

- Dependable, resourceful, detail oriented, self-motivated, positive, team worker and capable manager/employee

Technically proficient in the following:

- GA4, Adobe, Mailchimp, WordPress, Elementor (page building), HTML & CSS, Google Ads, Meta Ads Manager, Google Tag Manager, HubSpot/Salesforce, Ahrefs/SEMrush, JIRA, Trello

Personal interests:

- Skiing, camping, long distance running, film photography, traveling, hiking & sports