

# ***Ainsley E. Jacobs***

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## **Objective**

To obtain a creative marketing and/or advertising position with a forward-thinking and innovative company.

## **Work Experience**

### **Marketing Analyst**

Apr '10 – present

*Precision Turbo and Engine*

Hebron, IN (working remotely)

- Develop the annual marketing plan, strategies, tactics and resources
- Create, promote and manage PTE social media marketing campaign (Facebook, Twitter, YouTube, etc.)
- Design print/video ads to support promotional campaigns including the yearly product catalog
- Write editorial pieces, technical articles and press releases
- Organize email/direct mail campaigns
- Oversee development and implementation of all-new company website
- Maintain PrecisionTurbo.net website, manage content, track and analyze site activity
- Coordinate, attend and participate in trade show, motorsports events and sales meetings
- Manage the Precision Turbo and Engine driver sponsorship program
- Promotion of the Big Stuff 3 NHRA Pro Mod 1968 Camaro racecar and other sponsored drivers

### **Senior Digital Campaign Specialist**

Apr '09 – present

### **Digital Campaign Specialist**

Jan '08 – Apr '08

*TMP Worldwide Advertising & Communications*

Atlanta, GA

- Implement online media campaigns for high-profile, Fortune 500 clients
- Manage multiple campaigns and thousands of ads to ensure that none are dropped
- Optimize campaigns in progress, maximize media effectiveness and return on investment
- Provide technical expertise to identify and resolve any issues with campaign tracking and/or reporting
- Compile weekly status reports and analyze results of online advertising placements
- Work closely with account teams to ensure that campaigns are meeting client's expectations and goals are met

### **After-Hours Webmaster**

Nov '09 – present

### **Marketing Manager**

Aug '07 – Jan '08

*TSI Solutions*

Stone Mountain, GA

- Ownership, administration and troubleshooting of Tour de Force Customer Relationship Management software
- Implemented online e-commerce product catalog of major industrial automation parts supplier
- Designed and produced direct mail/e-mail marketing campaigns and promotional materials
- Qualified and followed through with sales leads
- Compiled and updated sales reports on a weekly basis
- Arranged training, seminars and travel for sales engineers and customers

### **Marketing Analyst, Advertising**

Sep '04 – Mar '06

*Garrett Turbo Technologies, Honeywell*

Torrance, CA

- Developed and supported the *Turbo by Garrett* marketing campaign including: TurboByGarrett.com website launch and maintenance; clothing and marketing collateral; monthly articles for site publication
- Developed marketing plans for niche markets (performance turbo diesel, drift, etc.) including extensive and targeted market research, profiling of drivers and race teams, development and promotion of new products, etc.
- Acted as a technical liaison between the marketing and engineering departments
- Motorsport event and trade show project management including: coordination and organization; marketing, sales, and technical support; consumer relations
- Worked with the legal department to protect against unauthorized and fraudulent selling of product(s)
- Designed, developed and produced of the first ever 68-page, full-color Garrett print catalog

### **Project Manager, Analyst**

Sep '03 – Aug '04

*Unisys, Systems & Technology Strategic Marketing*

Malvern, PA

- Managed portions of Requisite Pro database including updating and editing program and platform requirements
- Created and maintained an extensive library of reports summarizing and analyzing critical project timeframe information
- Organized the strategic marketing process including: coordination of presentations and meetings; market research assistance; etc.

## **Education**

**Drexel University** - Philadelphia, PA  
Bachelor of Science in Business Administration/Marketing  
Minor in Communications

Summa Cum Laude  
Cumulative GPA: 3.90  
In-Major GPA: 4.00

## **Computer Skills**

*Operating Systems:* Microsoft Windows; Mac OS; Unix/Linux

*Graphic Design Software:* Adobe Photoshop CS6, InDesign CS6, Illustrator CS6, Fireworks CS6, Acrobat, Pagemaker; Quark

*Web Development Software:* Adobe Dreamweaver CS6; hand-coding HTML, PHP & CSS

*Productivity Software:* Microsoft Word, Excel, PowerPoint, Access, Outlook, Visio; Rational RequisitePro, SoDA for Word; Telelogic DOORs; SPSS; OS Commerce; Joomla; WebTrends; DoubleClick/DART; OpenX; MediaMind (formerly EyeBlaster); Activant Commerce Center/Prophet 21; MRH Tech Tour de Force CRM

*Certifications:* Google Analytics Certified

## **Hobbies & Interests**

- *Equestrian* – 15+ years experience riding, training, and competing English hunter-jumpers horses
- *Automotive* – racing, building, maintaining and working on race cars
- *Creative* – website design and development, graphic design, illustration and photography