



## CONTACT

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- 📍 Zebulon, NC

## SKILLS

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- Digital Marketing
- Content Creation
- Social Media Management
- Email Marketing
- Brand Strategy
- Event Planning & Coordination
- Graphic and Video Design (Adobe)
- Data Analysis
- CRM Trained - HubSpot, Salesforce
- Public Relations

## EDUCATION

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### COLLEGE EDUCATION

- **MAJOR:** COMMUNICATIONS
- **MINOR:** BUSINESS

Troy University - Troy, AL  
2018 - 2022

### HIGHSCHOOL EDUCATION

Hoover High School- Hoover, AL  
2013 - 2017

# JACOB DOAK

M A R K E T I N G   G E N E R A L I S T

## PROFILE

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I am a marketing generalist with 3 years of experience in executing integrated strategies. Highly organized and data-driven, I deliver engaging campaigns that achieve measurable results. I thrive in collaborative environments, effectively managing projects from start to finish.

## EXPERIENCE

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**MARKETING COORDINATOR** HC3- Print and Digital Statements  
Birmingham, AL

2023 - Present

- Create and implement marketing related content for all brand elements
- Develop and launch social media and email campaigns
- Manage updates to website, Google listing, and social platforms
- Provide sales enablement and registration for all conferences annually (45+)
- Plan and coordinate all details for annual client dinner event (100 + people)
- Produce, edit, and publish blogs, case studies, and thought leadership articles
- Refresh and maintain brand assets (presentations, product samples, one-sheets)

**MARKETING LEAD** O.Henry's Coffee and Company.  
Birmingham, AL

2022 - 2023

- Oversee and produce social media content and vision
- Update and write copy for the website using CMS
- Communicate and network with brand partners

**MARKING INTERN** Key7 Software,  
Birmingham, AL

2021-2022

- Plan company wide events
- Organize and schedule social media posting calendar
- Conduct market research on customer base between stores