***Ainsley E. Jacobs*** *http://www.ainsleyjacobs.com*

*375 Rockbridge Rd NW ● Suite #172-405 ● Lilburn, GA 30047 ● (267) 738-2134 ● ainsley.e.jacobs@gmail.com*

**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*](http://www.tmp.com) *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 ‘09

[*TMP Worldwide Advertising & Communications*](http://www.tmp.com) 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*](http://www.4tsi.com) 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*](http://www.turbobygarrett.com/) 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*](http://www.unisys.com/)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**](http://www.drexel.edu/) **-** Philadelphia, PA Summa Cum Laude
Bachelor of Science in Business Administration/Marketing Cumulative GPA: 3.90

Minor in Communications 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