

# JAY BOMGARDNER



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## EDUCATION

### Albright College

*Bachelor of Science in Business Administration, Marketing Track, Aug. 2014 - May 2018*

Cumulative GPA: 3.512 / 4.0

Honors: *Dearden Honors Society Member, October 2016 - Present*

## TECHNOLOGY PROFICIENCY

- Salesforce
- Microsoft Suite
- Google Suite
- Canva
- Adobe Illustrator
- Adobe Photoshop

## CERTIFICATIONS

- Google Analytics
- Salesforce
- HubSpot Inbound Marketing
- HubSpot Content Marketing

## LEADERSHIP EXPERIENCE

- **Commuter Student Representative**, Student Government Association of Albright College
- **Phonathon Manager**, The Fund For Albright
- **Recruitment Director**, Alpha Sigma Phi fraternity

## WORK EXPERIENCE

### Hibu, Digital Marketing Consultant

NOV. 2018 - PRESENT

- Manage a portfolio of 125+ client accounts and campaigns totaling \$40k/month in spend
- Onboard client products and manage the building process from start to finish with Salesforce, TigerPistol, and other platforms
- Actively engage in a "client for life" relationship with each account by providing product performance reports and product support on a monthly to quarterly basis
- Analyze product performance and modify, optimize, and improve client websites, SEO, Display, and Social Media campaigns when necessary

#### Achievements

- Ranked in the top 3 performing Digital Services Consultants from March 2019 to present with key qualifiers including client retention, revenue retention, and client service satisfaction
- Maintained client retention and revenue retention over 99% from January 2019 to present

### Aramark, Marketing Intern

AUG. 2017 - MAY 2018

- Regularly customize and produce physical and digital advertisements such as menus, napkin holder ads, posters, and announcements using Adobe Illustrator and Canva software
- Manage the department Instagram page and run social media campaigns to advertise upcoming Dining Services events and products
- Create engaging surveys through Survey Monkey to assess the dining needs and concerns of the Albright College student body and faculty

#### Achievements

- Increased Instagram page followers by 15% in 4 months with engaging marketing content such as contests, videos, and designs
- Doubled the Dining Services survey participation goal with incentive marketing and interpersonal interaction with students
- Implemented new menu designs with Adobe Photoshop and Illustrator software to rebrand on-campus dining locations