

# JACOB MARSHALL

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## SUMMARY OF QUALIFICATIONS

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- Client-oriented marketing manager with 9+ years of professional experience in product and service advertising, media production, strategic planning, brand development, and marketing platforms.
- Highly skilled with Meta Ads, Google Ads (formerly AdWords), Reddit Ads, Tik Tok Sponsored Content, as well as relevant analytics and reporting software such as SERP Robot, SEMRush, ScreamingFrog, and Data/Looker Studio.
- Advanced web development skills with popular development, plugins, and hosting platforms such as WordPress (including WooCommerce), Shopify, Wix, Weebly, Squarespace, Yoast, GoDaddy, HostGator and more.
- Experienced graphic designer and editor proficient with Canva and the Adobe Suite: Photoshop, Illustrator, Acrobat, Premiere Pro, After Effects, InDesign, and web application alternatives.
- Detail-oriented people manager, adept with task management applications such as Trello, ClickUp, Monday.com, as well as processors like Microsoft Office: Word, Excel, Powerpoint, Outlook, and G-Suite equivalents.

## RELEVANT EXPERIENCE

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### Gilmedia Inc.

Marketing Account Manager | Toronto, ON | November 2022 - Present

- Develops, assigns, and oversees the implementation of multi-platform marketing strategies involving organic search engine optimization, Google Ads, Meta ads, and mass messaging campaigns.
- Leads and executes web development plans, alongside video ad productions and brand marketing strategies for critical clients in a variety of product and service-based business sectors, internationally.
- Meets and advises clients on strategies for maximizing their brand's impact on their target audience, providing them with opportunities to enter new markets, optimize resources, and expand their business.

Marketing Associate | Toronto, ON | November 2021 - November 2022

- Developed and optimized paid ad campaigns on Meta platforms, Google Merchant, and Google Ads.
- Provided clients with search engine optimizations through content writing, webpage development, and social media production while also communicating platform enhancements to them on a regular basis.
- Developed skills for an AI-based work era, acquiring advanced skills with tools such as ChatGPT and WordTune.

### Alhami Productions

Marketing Manager | Toronto, ON | May 2018 - August 2020

- Marketed a crowdfunding page through paid ads, organic social media growth and search engine optimizations. Generated a ROI ratio of over 5:1 for a new and unknown IP in under 30 days.
- Assembled and led a digital production team that created a multi-platform digital fantasy roleplay experience.

### Toronto Dominion Bank

Multimedia Specialist Intern | Toronto, ON | May 2020 - September 2020

- Operated alongside marketing professionals, executives and third-party contractors, to develop infographics, PowerPoints, spreadsheets, and videos for widespread corporate use.

### Bonfire Productions

Owner/Marketing Lead | Toronto, ON | May 2018 - Present

- Works with marginalized groups and advocacy-oriented organizations to promote event and organizational growth through a variety of accessible media such as described videos and sound clips.
- Hires subcontractors, equipment specialists, and actors to produce promotional video content.

## EDUCATION

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### Bachelor of Arts | Graduate of RTA: Media Production. Minor in Law.

Ryerson University | Toronto, ON | 2017-2021

- Developed motion graphics, video scripts, posters, commercials, UX designs, marketing strategies, podcasts, video games, and UX designs for a variety of desktop and mobile applications.