JASON BOYD

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**Digital Marketing | Strategy | Sales**

**SUMMARY**

Results-driven marketing professional with a diverse background, combining several years of experience in territory management, recruitment and sales. Former professional athlete with a proven record of exceeding goals and driving team success. Well versed in digital marketing strategies and tools. Adept at delivering compelling presentations and fostering partnerships to achieve business objectives. Learn more at the [unapologeticmiddle.com](E:\\unapologeticmiddle.com)

**PROFESSIONAL HIGHLIGHTS**

o At The Art Institutes (Ai), consistently contributed to team success by exceeding 100% of goal for appointments, presentations, leads, applications, and admissions, which earned the Triple Crown and Quintessential awards

1. At New Home Star, promoted from the leadership development program to sales manager
2. At Ai, consistently prospected, resulting in new partnerships with teachers and administrators, at both

the high school and community college level

1. Traveled internationally as the competition on the Harlem Globetrotters World Tour

**EDUCATION**

**Account Executive SaaS Sales Certificate**—Aspireship (2021)

**Master of Science in Management**—Argosy University, Sarasota | Sarasota, FL

**Bachelor of Arts in Political Science**—University of Pittsburgh | Pittsburgh, PA

**CORE COMPETENCIES**

**AdWords |Campaign Management | Territory Management | Presentation Development | Lead Generation | Recruiting | Consultative Sales | PPC |Prospecting| SEO| SaaS Sales**

**EXPERIENCE**

**Lori Lins Ltd and Chicago Talent Network**| Chicago, IL

Marketing and Trade Show Representative. March 2015–Present

1. Leverage digital media platforms like Instagram to enhance brand visibility for clients like MillerCoors by performing in ads
2. Promote products and services at trade shows
3. Collect data and provide leads through online channels, optimizing digital visibility

**Dog Day Care**| Chicago, IL

Self-Employed Dec 2022–Present

* Deliver dog sitting services out of my home
* Optimized third party app using keywords and filters to stay at the top of search

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**Akkodis**| Chicago, IL

Resource Development Manager May 2022–Dec 2022

* Delivered recruiting expertise and seamless support to IT professionals
* Led the full recruitment life-cycle with a focus on digital marketing talent
* Implemented sourcing strategies using search engine and social platforms (LinkedIn Recruiter, Bullhorn etc.)

**Next College Student Athlete** | Chicago, IL

Senior Sports Sales Specialist (Account Executive) March 2019–June 2019

1. Conducted online SaaS solutions presentations

o Exceeded revenue and sales goals the first month proceeding on-ramp period

o Won $200 sales competition during on-ramp period

**Mid-West Family Broadcasting Sports Talk 105.1** | Eau Claire, WI

Basketball Analyst Nov 2017–March 2018

1. Led discussions on basketball-related topics for radio and social media

**WQOW News 18 ABC** | Eau Claire, WI

Multimedia Journalist March 2017–Dec 2017

1. Created original news content for multiple platforms using Frankly for digital media creation and website management, which has similar functionality to WordPress
2. Successfully met strict deadlines while applying SEO key word principles to rank effectively
3. Built strong relationships with community stakeholders

**Education Commission for Foreign Medical Graduates (ECFMG)** | Chicago, IL

Standardized Patient Dec 2015–March 2017

1. Trained to be a patient persona, and to become an expert in knowing that persona’s wants and needs o Guided doctors through simulated clinical exams
2. Worked with internal team to provide the most realistic clinical exam experience

**New Home Star** | Chicago, IL

Sales Manager Dec 2013–Dec 2015

1. Marketed and sold new homes for various builder accounts
2. Identified customer segments and designed email campaigns using Mailchimp to generate traffic
3. Promoted proprietary CRM software New Home Connect
4. Sold three homes in first six months as sales manager, a 100% increase over the previous year
5. Graduated from the leadership development MBA-cohort program, and was promoted to manager

**The Art Institutes** | Chicago, IL

High School Representative (Territory Manager) Dec 2005–Dec 2013

1. Designed digital media presentations around student needs and the class curriculum
2. Delivered multimedia career presentations to students, teachers, and

administrators to promote Ai’s commercial media and advertising programs

1. Developed territory plans; attended education conferences and trade shows
2. Worked at or above 100% of plan by scheduling daily appointments for 550 presentations (at minimum) in a time frame of 180 days to audiences of 30-500+ individuals
3. Maintained future calendar three weeks out while traveling 75% as part of a remote team o Generated $6.8 million in revenue, helping secure more than 270 new student applications
4. Produced 1,800 leads annually

**TECHNICAL ACUMEN**

Adobe Creative Suite (Audition, Final Cut Pro, Photoshop) | CRM Platforms (Salesforce, Microsoft Dynamics, Goldmine) | Microsoft Office Suite | HTML | AVID | iNews | CMS Tools (Frankly, WordPress)

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