

920-915-7511



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Jake Spence

Internet Professional

I'm a **quick learner** with a passion for **constant innovation**. I have worked in a variety of positions but am most excited when working in e-commerce. I love challenges, photography, and **anything automotive**.

Skills



- Team-oriented and communicative
- Well-versed in various web and e-commerce platforms
 - HubSpot, Wordpress/WooCommerce, Shopify, and Magento
- Proficient in Adobe Creative Suite
 - Photoshop, Illustrator, Premiere, InDesign, Dreamweaver and more
- Web and graphic design - including coding (HTML, CSS, BBCode)
- Search engine, social media and UX optimization
- Photography and videography

Education



Bachelor of Science in Journalism (ACEJMC)

2010 - 2015

University of Wisconsin-Oshkosh, Oshkosh, Wisconsin

- Graduated in Spring of 2015

Dual Emphasis:

- Visual Aspects (digital technology, photography, etc.)
- Advertising

Experience



E-commerce/Web Lead

June 2015 - present

Crane Engineering, Kimberly, Wisconsin

We are in the process of overhauling our website and implementing a new e-commerce platform.

- Guide our marketing team through a responsive website redesign
 - Continually enhance functionality to maximize user experience
- Create, impliment and manage a specialized B2B e-commerce platform
 - Generate revenue through e-commerce with strategic approaches
- Improve organic search engine rankings and create Google PPC campaigns
 - Use analytic tools to monitor campaign and page performance
- Publish social media content to grow our social following and increase leads
- Prepare weekly reports on campaign performance, site traffic, and sales
- Write educational blog posts about common industry topics and pain points

E-commerce Developer

May 2013 - June 2015

CleanFreak.com, Appleton, Wisconsin

- Optimize landing and product pages
 - Gives user a better experience, resulting in higher conversion rates
- Implement proper search engine optimization techniques
 - Ensures highest possible ranking across all search engines
- Design and send a weekly email newsletter to 21,000+ subscribers
- Photograph, edit, and upload product images of new items
- Perform general website maintenance and upkeep
- Write product descriptions and informational articles with original content

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Experience (cont'd.)



Entrepreneur – Owner

July 2016 - May 2017

Whatever Shirts - Etsy Shop / DandyTees.com, Appleton, Wisconsin

It all began with an automotive shirt idea that I took hundreds of pre-orders for. Instead of outsourcing the job, I bought all the printing equipment to do it myself. I operated an Etsy shop where I printed shirts a few nights per week until I couldn't keep up with demands.

→ **696 orders brought in \$18,487.75 throughout 11 months of operation**

Everything was done from the basement of my house, including:

- Shop design, graphic design, and product photography
- Social media promotion
- Printing, fulfillment, and shipment of all orders

Entrepreneur – Owner

October 2013 - January 2015

AlcoholAccessories.com, Appleton, Wisconsin

I started and eventually sold my own e-commerce business. This project was a very profitable learning experience that gave me real-world experience alongside of my position at *CleanFreak*. With risk came reward.

→ **325 orders brought in \$28,475.75 throughout 15 months of operation**

No work was contracted out. Everything was handled by myself, including:

- Website design and development, graphic design, and product photography
- Email marketing with shopping cart abandonment
- Landing and product page optimization
- Conversion rate testing
- Social media presence
- Creation, assembly, fulfillment, and shipment of all orders

Freelancer

January 2013 - June 2015

JakeSpence.com, Appleton, Wisconsin

I managed all aspects of this personal business at my own pace; online & locally.

- Worked with clients to satisfy their needs
 - Photography, videography, graphic design, web design
- Actively used various social media platforms to spread/share my work
 - Facebook, Flickr, YouTube, Instagram, Twitter, Tumblr, Google+
- Utilized multiple programs to bring any concept to life

Special notes:

- Worked under contract for *Advance-Titan*, the official UW-Oshkosh newspaper
 - Content seen by more than 15,700 student and faculty members
- Designed a logo for Chickenfest
 - Seen every year by thousands of people at their event in Darboy, WI

Interactive Web Manager

February - May 2013

WiscoLift, Greenville, Wisconsin

- Worked with a small team to overhaul their outdated website
- Established and maintained an online presence through social media