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EDUCATION

VCU Brandcenter
M.S Business - Branding/Strategy
Cantrell Scholarship Fund Recipient

University of Richmond
B.A. Sociology
Full scholarship Division One Football player

Landor & Fitch | Certificate recieved
Intern Series
Next-generation of Brand Transformers

IN MY TOOLKIT

Primary and secondary research
4Cs research
Survey design
Social listening
Consumer journey maps
Personas and segmentation
Creative briefs
Concept development
Deck narrative & design
Video production
Making complex ideas simple
Copywriting (manifestos, brand platforms, OOH)
Marketing tools
Keynote
Google Slides
Final Cut Pro X
Mintel
Strategy Trainer Julian Cole Planning Dirty resources

ASK ME ABOUT

Signing with an NFL agent & training for the NFL
My NFT collection
Being the youngest of 6 siblings

WORK EXPERIENCE

Senior Digital Ads Coordinator
Keeping Current Matters | Richmond, VA | 2021 - 2022

Lead primary and secondary research to generate insights for creative campaigns. Developed KPIs, campaign analysis, and recommendations for next steps.

Collaborated with in-house marketing team and agency partners to drive new leads and customers at a low acquisition cost across display, social, and search platforms, including LinkedIn, Facebook, and Google Ads.

Strategy Intern
Erich & Kallman | San Francisco | 2021
Clients: Dole, Great Wolf Lodge, Meineke, Take 5, and New Business

Conducted audience, competitor, and brand research for eight clients. Provided research and strategic insights for briefs. Provided research, insights, KPIs, and a comms plan for Dole's 'Hold My Fruit Bowl' Campaign.

Strategy Consultant
Freelance | Richmond, VA - Remote | 2016 - 2021

Clients: Clinical Research Partners, GoodJuuJuu, Henrico Citizen, North American Track & Field League, Signal One Security, Sweetie Boy Repair, United States Digital Repsonse, and more

Working with entrepreneurs, non-profits, and small businesses on their brand strategy and marketing plans.

New Business | Pitched myself and my recent work to founders, which allowed me to freelance as a student for 5 years.

Brand Strategy | Launched ten brand identities, six websites, and a volume of content. Developed and presented: competitive audits, in-depth interviews, 4C's research insights, brand positioning, creative briefs, comms frameworks, and managing paid and organic content.

Community management | Managed Facebook, Instagram, Twitter, and Tik Tok for over 6 clients. Most notable client GoodJuuJuu has 33.5k Tik Tok followers and launched her nft collection in December.

Copywriting | Wrote brand messaging, manifestos, social media, and website copy. Earned articles in BuzzFeed, NBC12 news, and CBS6 news.