

David Jacobson

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Marketing and Communications Executive, Writer/Editor, Content Strategist and Creator

The **impact** I deliver with **integrity, intelligence, and intensity** draws on decades of achievement in communications and team leadership, as well as a collaborative spirit. Core competencies include strategic consultation, creative conception, and execution in many marketing communications disciplines:

- Writing and editing articles, op-eds, blogs, speeches
 - Creative conception and copywriting for ads, promos and PSAs for all channels
 - Content and message creation
 - Media relations
 - Email marketing
 - Website creation
 - Brand management
 - Sponsorship execution
 - Social media
 - Celebrity and influencer relations
 - Collateral conception and production
 - Public speaking
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Achievements

- Thousands of articles, e-newsletters, web pages, blogs, advice columns, op-eds, and multimedia interviews published in print and online
- Earned media placements in top national and local outlets throughout the U.S.
- A career mixing longevity of employment, entrepreneurial success, and mentorship of colleagues.

Professional Experience

Inkflow Communications

9/17-present

Sole proprietorship specializing in consulting on marketing communications strategy focused on content. Clients include:

- **Wolf Pack Ninja Tour LLC**, a lifestyle brand uniting dozens of stars from the *American Ninja Warrior* TV show to promote health and fitness via live Ninja sport/obstacle course racing events and media extensions (Portfolio samples at <https://inkflowcommunications.com/wolfpack-ninjas/>)
 - Ongoing consultation on the brand, including a brand manifesto
 - Ongoing marketing/personal brand consultations with individual Ninja athletes
 - Creative content conception, creation, and collaboration with videographers and social media specialists
 - Strategic advice and copywriting for website and MailChimp e-newsletter
 - Serving as media relations lead, writing and distributing press releases
- **Fit Kids**, a non-profit that provides structured fitness programs for elementary school students in underserved communities (Portfolio samples at <https://inkflowcommunications.com/fit-kids/>)
 - Ongoing consultation on marketing strategy and organizational growth
 - Conception and execution of an expansion plan to generate a 40% increase in impact
 - Serving as media relations lead, writing and distributing press releases
 - Creative direction and copywriting for videos, website, e-newsletter and print collateral

Professional Experience (continued)

Inkflow Communications (continued)

9/17-present

Sole proprietorship specializing in consulting on marketing communications strategy focused on content. Clients include:

- **St. Thomas Academy**, a private, all-male, Catholic military school in the Twin Cities area
 - Feature articles for Saber, the Academy's alumni magazine (Portfolio samples at <https://inkflowcommunications.com/home/st-thomas-academy/>)
- **WeXL**, a fledgling non-profit committed to developing a diverse workforce and economic impact within the creative industries, such as media, arts, entertainment and technology. (Portfolio samples at <https://inkflowcommunications.com/wexl/>)
 - Ongoing consultation on marketing strategy, brand positioning and organizational growth
 - Editorial contribution to WeXL's *Represent* TV show, website and promotional videos
 - Creative direction and copywriting for print and electronic collateral
 - Mentorship of young creative practitioners from underserved communities
- **The Writing Salon**, a creative writing school for adults
 - Teach "On Point" (<https://www.writingsalons.com/event/on-point-spring-2019/>), a class focused on persuasive writing, such as newspaper columns, op-eds, personal experience blogs, and other forms that "make a point and stay on point"
- **Citizen Schools**, a non-profit that sends volunteer teachers into under-served schools to provide enrichment curriculum pertinent to their professions or other areas of expertise
 - Develop curriculum and lesson plans and teach creative writing to middle school students
- **Napa Valley Film Festival**, "the ultimate film, food and wine experience"
 - Serve as "ringmaster" (Master of Ceremonies), providing on-stage film introductions and leading post-screening discussion panels with producers, directors and on-screen talent
- **Positive Coaching Alliance**, a national non-profit in the youth and high school sports/education marketplace (my most recent full-time employer as noted below)
 - Write articles on coaching and umpiring baseball and softball for PCA partner Little League International
 - Lead feasibility study for a new product, including market research interviews, writing an in-depth report on findings and recommending product launch marketing strategies

Pre-Inkflow Full-Time Employment

Positive Coaching Alliance, Mountain View, CA	9/05-8/17
Senior Marketing Communications and Content Manager	9/14-8/17
Marketing Communications Manager	9/05-8/14

Conceived, executed, and measured all facets of external communications for \$12 million+ national non-profit organization and its 17 local Chapters -- managing executives, employees, vendors and external partners for maximum B2B and B2C impact in the youth and high school sports/education marketplace.

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Professional Experience (continued)

Positive Coaching Alliance (continued)

9/05-8/17

- Brand development and management, collaborating on conception and design and defending and advancing multiple brands nationally and locally
- Media relations strategy, message crafting, writing, dissemination and measurement/reporting. Placements included *Sports Illustrated*, *The New York Times*, *The Wall Street Journal*, *ESPN The Magazine*, ESPN's *Outside the Lines*, and scores of major local media outlets.
- Website conception, design, development, and hands-on content management system use, including blogs, social media integration, and four website launches
- E-mail marketing strategy, writing/editing and list management, including conception of new segmented e-mail franchises, design and content curation/generation
- Conceived and executed content-marketing strategy, producing articles, podcasts, and videos with everyone from grassroots to world-famous athletes, coaches and thought leaders
- Sales collateral conception, consultation, design and writing/editing: Annual magazine, fliers, banners, PA announcements, print and electronic ads, and PSAs
- Sponsorship prospecting, service, and content development, supporting relationships with Deloitte, Liberty Mutual Insurance, Nike, Shutterfly, Dove Men+Care Deodorant and others
- Articles and multi-media content for channels of partner organizations: AAU, Little League, USA Football, US Lacrosse, US Youth Soccer, US Club Soccer, etc.
- Public speaking/curriculum presentation

SponsorWrite, San Bruno, CA

4/02-8/05

Sole proprietorship, providing marketing communications and media relations consulting, primarily in the areas of event marketing and sponsorship. Clients and projects included:

- 361° Sports and Event Marketing (newsletter, media relations, client prospecting)
- Advanced Micro Devices (case study on Lance Armstrong sponsorship)
- AMCI (sponsorship development for Taste of Lexus tour)
- IBM (sponsorship inventory allocation assessment)
- JP Morgan Chase Corporate Challenge (internal consulting and media relations)
- Juneteenth (sponsorship proposal development)
- Race Across America (online race reports for cross-country bicycle race)
- ShoreFest (media relations)

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Professional Experience (continued)

The Exordium Group, Inc., Los Altos, CA

2/98-2/02

Senior Editor/Senior Account Executive

Consulting and marketing program/design execution around sports, arts, and entertainment sponsorships for such clients as National Football League, E-Trade, and Sun Microsystems

International Events Group, Chicago

4/91-11/97

Senior Editor

6/93-11/97

Editor

4/91-6/93

Edited *IEG Sponsorship Report*, known as the "Bible" of sponsorship and event marketing for sports, arts, entertainment, and causes, writing hundreds of articles and hiring/managing staff and vendors

Education

University of Minnesota, B.A, Journalism, 1987

Community, Volunteerism and Interests

- Youth/high school sports coaching (San Bruno T-Ball, San Bruno After School Sports, Foster City Little League, Bowditch Middle School, and San Mateo High School)
- Sojourn to the Past (Civil rights education program for high school students)
- Adopt-a-School (In-class instruction mentorship for Chicago inner-city schools)
- The '82 Project (Non-profit raising and distributing funds for scholarships and classmates in need)