

David Jacobson

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

The **impact** I deliver with **integrity, intelligence, and intensity** draws on decades of achievement in communications, team leadership, and collaboration. 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
- Curriculum development
- Teaching in-person and remote

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 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
 - Conceive and create content in collaboration with videographers/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

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Inkflow Communications (continued)

9/17-present

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 and donor magazine (Portfolio samples at <https://inkflowcommunications.com/home/st-thomas-academy/>)
 - Periodic blog items to highlight donors, faculty, students, alumni, and timely topics in Academy offerings and evolution in its educational competencies
 - Ad hoc website writing, such as faculty bios
- **The Writing Salon**, adult education in writing, (student testimonials and links to course descriptions at <https://inkflowcommunications.com/the-writing-salon/>)
 - Conceive, create curriculum, and teach "On Point"—a class on persuasive writing, such as newspaper columns, op-eds, personal experience blogs, and other forms that "make a point and stay on point"
 - Conceive, create curriculum, and teach "To Make a Long Short"—an editing class
 - Conceive, create and coach "The Writing Gym"—a class to stretch and strengthen writing muscles, replicating a fitness gym experience
- **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
 - Revise curriculum during the pandemic to adapt for remote classroom experiences and to add emphasis on social emotional learning
- **Concord Chamber Orchestra**, a non-profit volunteer musical organization committed to "making classical music accessible"
 - Conduct a market research study, interviewing constituent musicians, board members, donors, and subscribers, and then use findings to issue marketing communications recommendations
- **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
- **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
- **Pro-Bono**
 - **U.S. Africa Institute** (co-create and teach creative arts curriculum to students in Ethiopia via Zoom)
 - **Coach Cam "Going to State"** (Communications Director for Cameron "Coach Cam" Campbell, candidate for Texas HD 132)

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Inkflow Communications Pro-Bono Clients (continued)

- **Left of Bang Entertainment** (project led by urban filmmaker/actor Brian Hooks to give youth an alternative to gang membership through entertainment industry employment)
- **The Other Boys of Summer** (film about Negro League Baseball)
- **Redwood City Racial Equity Mural Steering Committee**
- **Sojourn to the Past** (immersive civil rights education program for teens)

Pre-Inkflow 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.

- 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
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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)

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SponsorWrite Clients (continued)

- 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)

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, San Mateo High School, Boys and Girls Clubs of North San Mateo County)
- 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)