JAKE BUCKLEY

Digital design and marketing specialist

I bring over 15 years of expertise in digital design and marketing, boasting a solid foundation in visual, web, UX, and UI design. My skill set encompasses digital asset management, design systems development, and KPI enhancement, highlighting my diverse capabilities. Renowned for spearheading design projects, upholding brand integrity, and delivering cutting-edge marketing collateral.

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Education

BA, Graphic Design, University of Wyoming

Skills

- Graphic and web design
- Heatmap tools (Hotjar, Microsoft Clarity)
- A/B Testing (Google Optimize, Adobe Target)
- Social media and email marketing management
- Abobe Creative Suite and Figma
- Search engine optimization (Google Search Console and SEMRUSH)
- HTML and CSS coding
- Data analytics (GA4, Looker Dashboards)
- User experience (UX) design
- Project management

Hobbies

I have a strong passion for snowboarding, playing sand volleyball, working out at the gym, tackling Colorado's 14ers, camping in nature, and discovering new and diverse destinations such as Iceland, New Zealand, and Greece.

Employment history

Allstate Identity Protection(AIP) | 2019 - 2024

Digital Design Manager, 2022 - 2024

- Helped **decreased DTC channel cost per acquisition by 90% within 12 months** by optimizing landing pages, personalizing user experiences, improving SEO, and ensuring compliance with brand standards
- Optimized B2B sales enablement across multiple channels and digital campaigns to drive growth in the employer group book of business
- Established in-house media capabilities to reduce DTC acquisition costs, implemented A/B testing for measurement transparency, and collaborated with cross-functional teams to achieve project objectives

Senior Visual Designer, 2019 - 2022

- Helped set the vision and design of brand assets through 3 company re-brands.
- Collaborated with product marketers, copywriters, marketing managers, sales, customer support and other designers to define vision and create meaningful brand experiences
- Built projects through conceptualization to production for a variety of channels DTC, B2B and B2B2C (interactive, email, digital, web, print, etc.)

Polylast Systems | 2018 - 2019

Director of Sales Marketing

- Managed marketing and creative teams, directed market research efforts, and worked closely with advertising partners to achieve the **most prosperous period in company history.**
- Managed website updates, graphic design, and programming; executed email marketing campaigns and oversaw social media management (**2,000X social media following**)
- Created promotional materials, developed marketing strategies, and collaborated with cross-functional teams for integrated campaigns to drive growth.

Colorado Christian University(CCU) | 2014 - 2017

Lead Digital Designer and Web Developer

- Oversaw all graphics and design for Colorado Christian University's digital platforms
- **Redesigned 1,000+ web-page website ccu,edu, interactive TVs around campus and athletics web-pages**
- Collaborated on SEO strategies and implemented responsive design for consistent user experience

Scorr Marketing Agency | 2013 - 2014

Web Designer and Developer

- Develop standard and mobile-responsive emails with HTML and CSS
- Design web graphics for social media and client websites
- Update client web-databases, web-pages, and develop Wordpress websites with innovative designs

Awards

- American Marketing Association, Omaha chapter - PLATINUM AWARD
- American Marketing Association, Omaha chapter - GOLD AWARD
- American Marketing Association, Omaha chapter - SILVER AWARD
- American Marketing Association, Lincoln chapter - AWARD OF MERIT
- Davey Award - BEST IN SHOW
- Davey Award - SILVER AWARD
- Nebraska ADDY Award - GOLD AWARD