

## Jacob J. Coleman

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

**Bachelor of Business Administration, Graduation: Spring 2020**

**Major: Marketing**

GPA: 3.90

Dean's List, Fall 2016 - Spring 2017

*Selected Courses:*

Human Resources

Excel for Business Application

Statistics

Micro/Macro Economics

Creativity, Innovation, & Entrepreneurial Thinking

Data Science

### ACTIVITIES & AWARDS:

Diamond Leadership Program, Spring 2017 - Present

Member, American Marketing Association, Fall 2016 - Present

Participant, Be Your Own Boss Bowl Challenge, September 2016 - December 2016

EXPERIENCE: TEMPLE UNIVERSITY'S CHERRY CONSULTING

Fall 2016 - Present

#### **Project Manager**

- Managed team of 8+ students with minimal marketing experience.
- Developed business goals and formulated a marketing plan for local businesses by completing in depth research.
- Delivered market research data to small business owners resulting in acquisition of customers.

YMCA, Middletown, CT

June 2016 - Present

#### **Fitness Consultant**

- Provided one-on-one fitness training within a large community gym.
- Maintained a clean and safe environment for customers.
- Created customized workout plans based on client goals.
- Influenced clients to adhere to plans by communicating benefits.

DUNKIN DONUTS, Portland, CT

March 2016 - September 2016

#### **Crew Member**

- Completed 70+ cash and credit transactions a shift within a fast-paced restaurant.
- Greeted customers, took orders, made food/drink orders.
- Communicated special promotions and resolved issues to ensure customer retention.

### SKILLS & LANGUAGES:

- **Lifeguarding/First Aid/CPR/AED Certified:** July 2017 - August 2019
- **Inbound Marketing Certified:** July 2017 - September 2019
- **Content Marketing Certified:** November 2017 - January 2020
- **Computer Skills:** Proficient in Word, Excel, and PowerPoint
- **Language Skills:** Basic Spanish

