

JACOB WARD

Marketing & Communications Specialist

Fort Collins, CO • (970) 420-5677 • jacobmichaelward@gmail.com

PROFESSIONAL SUMMARY

Fort Collins native and digital marketing generalist with over seven years of experience spanning agency-side SEO and paid media, end-to-end client management, and professional content production. Skilled at overseeing outsourced marketing partners, coordinating vendors, and translating brand voice into clear, consistent communications across web, print, and in-person channels. Drawn to mission-driven organizations rooted in the local community.

CORE COMPETENCIES

Design & Production	Adobe InDesign, Photoshop, Illustrator, Lightroom, Premiere Pro, Final Cut Pro, WordPress
Digital Marketing	SEO Strategy, Paid Media (Google Search, Meta Ads, Reddit, Snapchat), Social Media Management, Email Marketing, Content Calendars
Content & Brand	Copywriting, Brand Voice Development, Visual Storytelling, Videography, Photography
Operations	Vendor Coordination, Project Management, Client Relations, Performance Reporting, Data Analysis
Technical	Google Tag Manager, WordPress, Google Analytics, CRM Platforms, Claude Code, Custom Tooling & Automation

PROFESSIONAL EXPERIENCE

Marketing Specialist 2026 – Present

The Mina Company | Fort Collins, CO

- **Paid Media:** Create and manage digital ads, monitoring and reporting across multi-channel paid campaigns (Google Search, Reddit, Snapchat) for clients including CSU and the Fort Collins Downtown Development Authority.
- **SEO Strategy:** Support search optimization work across client accounts, coordinating with internal teammates on keyword research, on-page improvements, and reporting.
- **Custom Tooling:** Designed and shipped a custom SEO and marketing research tool now used across the agency, integrating Claude's API, Cloudflare Workers, and DataForSEO to streamline keyword research and competitive analysis.
- **Reporting:** Build and maintain performance dashboards that translate campaign data into clear narratives for client review.

PROFESSIONAL EXPERIENCE (cont.)

Owner & Lead Creative *Sept 2020 – Present*

Alpine Vows | Fort Collins, CO

- **Brand Management:** Develop and maintain the company's digital voice and visual identity across the website, blog, and social channels, including all SEO copy and on-brand visual assets.
- **Visual Storytelling:** Serve as lead videographer, capturing narrative-driven content in fast-paced, unscripted environments across Colorado.
- **Vendor & Client Coordination:** Manage relationships with wedding vendors, venues, and collaborating creatives while guiding clients through the full project lifecycle from inquiry to final delivery.
- **Project Management:** Coordinate logistics, timelines, and deliverables across multiple concurrent projects while maintaining a 5-star client reputation.

Content Marketing Specialist *July 2019 – Sept 2020*

Madwire (Marketing 360) | Fort Collins, CO

- **Content Strategy:** Managed SEO and content strategy for a portfolio of 30+ small business clients, balancing competing brand voices and industry contexts.
- **Copywriting:** Acted as lead copywriter, producing optimized blogs, website copy, and video scripts tailored to each client's audience.
- **Cross-Team Collaboration:** Coordinated with design and video teams to produce multimedia assets that drove traffic and improved search rankings.
- **Performance Analysis:** Reviewed performance metrics regularly and adjusted strategies to ensure measurable growth in clients' digital footprints.

EDUCATION & CERTIFICATIONS

B.S. in Marketing *(In Progress) Western Governors University*

Relevant coursework: Digital Marketing, Marketing Analytics, Consumer Behavior

FAA Part 107

Commercial Drone Pilot License