

Jack Ulriksen

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Marketing and operations professional with experience running small businesses, managing client relationships, and executing practical marketing strategies across digital and e-commerce channels. Comfortable wearing multiple hats and getting things done without a lot of overhead. Background includes hands-on experience in product sales, client-facing work, and building marketing programs from the ground up.

WORK EXPERIENCE

Perceptyx, Inc.

Program Manager

January 2022 – August 2025

Temecula, CA (Remote)

- Managed employee engagement survey projects for enterprise-level organizations, coordinating timelines, customizations, and client needs from kickoff through completion.
- Served as the primary point of contact for all stakeholders across the full project lifecycle, maintaining clear communication and managing expectations at every stage.
- Built reports and dashboards that turned detailed data into clear summaries for clients and internal teams.
- Identified risks and potential roadblocks early, making adjustments to keep projects on track and clients informed.

Gro Digital Marketing, LLC

Marketing Consultant

April 2020 – December 2021

Tampa, FL

- Developed and executed digital marketing strategies for small business clients across paid search, email, social, and web platforms.
- Managed Google Ads campaigns, monitored performance, and adjusted targeting and spend to improve ROI.
- Produced performance reports with clear insights and recommendations, turning data into practical next steps.
- Created graphics and visuals in Adobe Photoshop and Canva to support social media and email campaigns.

Wellspring

Marketing Coordinator

September 2019 – March 2020

Chicago, IL

- Contributed to marketing campaign planning across email, web, social, and paid channels.
- Partnered with an external PPC agency to shape messaging and audience strategy for Google Ads campaigns.
- Coordinated logistics for trade shows, industry conferences, and company marketing events.
- Built and optimized landing pages to improve clarity, engagement, and conversion performance.

Tampa T-Shirts

General Manager

July 2017 – August 2019

Tampa, FL

- Oversaw day-to-day operations across sales, procurement, production, and fulfillment.
- Managed all marketing efforts including paid media, e-commerce, and inbound strategy development.
- Increased gross profit margins by 6% through production improvements and cost reductions.
- In 2018, the company lost a contract with a client worth 14% of its annual revenue. Within a year, all of that lost revenue had been replaced by a diversified group of new clients.

Tampa T-Shirts

Project Coordinator/Sales Representative

May 2015 – June 2017

Tampa, FL

- Managed full project lifecycle to ensure timely and accurate delivery of orders.
- Worked with more than 200 clients to generate over \$1.1 million in revenue for the company.

EDUCATION

University of South Florida

Bachelor of Science, Marketing

August 2013 – May 2017

Tampa, FL

CERTIFICATIONS / SKILLS & PROFICIENCIES

- **Certifications:** Google Analytics & Ads | HubSpot Marketing Suite
- **Skills:** Marketing Analytics | E-commerce | Content Development | Project Management | Graphic Design