

Jack Ulriksen

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WORK EXPERIENCE

Gro Digital Marketing, LLC

March 2020 - Present

Marketing Consultant

Tampa, FL

- Currently managing the digital marketing efforts for LawnLady Manufacturing, Inc. and Tampa T-Shirts.
- Helped Tampa T-Shirts to pivot from screen printing and embroidery to mask production in response to the COVID-19 outbreak.
- Helping to bring the “Mini Mow” family of products to launch for LawnLady Manufacturing, Inc.

Wellspring

September 2019 – March 2020

Marketing Coordinator

Chicago, IL

- Coordinated on-site logistics for tradeshow and industry conferences, and assisted in the planning and execution of company marketing events.
- Created landing pages and assisted with website maintenance and content management.
- Imported and segmented contact lists, maintained data quality and integrity, and pulled data for performance reports.
- Maintained an active company presence on both LinkedIn and Twitter.
- Assisted with the development and management of email programs and nurture campaigns.

Tampa T-Shirts

January 2018 – August 2019

General Manager

Tampa, FL

- Oversaw sales, production, art, and shipping departments.
- Increased gross profit margins by 6% by implementing better production procedures, streamlining labor force, and reducing cost of goods sold.
- Managed the company’s digital marketing efforts, including the development and implementation of an inbound strategy.
- In 2018, the company lost a contract with a client worth 14% of its annual revenue. By August 2019, 12% of that lost revenue had been replaced by a diversified group of new clients.
 - As of August 2019, annual new client rate was up 17% over the previous two years.

Tampa T-Shirts

May 2015 – December 2017

Sales Representative

Tampa, FL

- Worked with more than 200 clients to generate over \$1.1 million in revenue for the company.
- Consistently exceeded monthly sales goals set by the company’s owners.
- Retained customer loyalty by providing exceptional customer service.

EDUCATION

University of South Florida

2015 - 2017

Stetson University

2013 - 2015

Bachelor of Science, Marketing

Tampa, FL

International Business

DeLand, FL

SKILLS & CERTIFICATIONS

- **Skills:** Digital Marketing | Front-End Web Development | Microsoft Office | Lead Generation | Adobe Photoshop | Adobe Illustrator | Strategic Planning | Data Analysis | Account Management | Copywriting
- **Certifications:** Google Ads Fundamentals, Search Advertising | Google Analytics Individual Qualification HubSpot Inbound, Inbound Marketing, Social Media