

JASON BROWER

616-821-4735 browerja7@gmail.com

EDUCATION

Grand Valley State University
B.S in Business Admin
General Business Major

SKILLS

Social Media Strategy
Paid Advertising
Email Marketing
Automation
SEO
Web Design
Adobe Suite
Google Analytics
Customer Relations
Team Leadership

VOLUNTEER

Byron Days Festival
First Reformed Church
of Byron Center
Kids Food Basket
Miracle League

SOCIAL MEDIA

TWITTER
[@JaBrow](https://twitter.com/JaBrow)

LINKEDIN

[linkedin.com/in/browerjason](https://www.linkedin.com/in/browerjason)

WORK EXPERIENCE

LaFleur Marketing

Director of Digital Strategy
August 2019 - Present

- Oversee the Marketing & Technology team which includes social media, paid advertising (ppc, display, programmatic), email marketing, automation, and web development
- Oversee LaFleur content strategy and calendar and increased organic traffic to the website by 32%

Social Media Specialist

February 2018 - August 2019

- Executed paid & organic social media strategies for 20+ clients across legal, healthcare, and growing businesses
- Increased LaFleur client Facebook spend from \$2k per month to \$25k per month
- Doubled LaFleur clients' social media following and engagement

West Michigan Whitecaps

Fan Engagement & Social Media Coordinator

October 2014 - February 2018

- Increased Whitecaps total social media following from 10,000 to 98,000 in four years
- Increased Whitecaps social impressions to average of 2,500,000 per week
- Created and executed weekly email newsletter to 28,000 opt-in subscribers
- Created and executed social media sponsorship programs that generated over \$30,000 in revenue

Partnership & Technology Coordinator

October 2012 - October 2014

- Managed all of Whitecaps and Fifth Third Ballpark social media presence
- Coordinated and fulfilled over \$2,000,000 in sponsorship revenue

Sales Assistant

April 2011 - October 2012

- Coordinated and fulfilled \$1,900,000 in sponsorship revenue

Group Sales Intern

February 2011 - April 2011

- Created the first Crash's Kids Club and recruited 40 members for the first season

Ticket/Operations Intern

April 2010 - September 2010

The Zone/Destroyer PP

Assistant Manager

September 2009 - April 2011