

JACOB J. BURKE

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EDUCATION

Mansfield University • Mansfield, PA

B.S. Mass Communication

May 2005

WORK EXPERIENCE

Digital Marketing & IT Operations Manager

March 2015 – Present

Steuben County Conference and Visitors Bureau • Corning, NY

- Management of CorningFingerLakes.com
- Reporting and analysis of traffic to CVB website through various programs & pixeling
- Administration and analysis of Simpleview CRM & Industry Partner Extranet
- Analysis of industry & consumer eNewsletter databases for best ROI (EOR & CTR)
- Execution of internal information technology operations
- Management of vendor relationships for digital products and contracts
- Management of online presence of the CVB on social media and other third-party referral sites
- Reporting and analysis of social media & digital campaigns through listening programs, management tools & pixeling
- Development of yearly digital marketing plan & budget in conjunction with other staff members to best promote region

Marketing Manager

May 2008 – March 2015

La Tourelle • Ithaca, NY

- Managed websites for hotel, spa and bistro
- Reporting & analysis of traffic to websites through various analysis & tagging programs
- Created full consumer matrix for hotel that quantified data from website visitors, pixeling, PMS guest data & surveys
- Designed and developed new websites for hotel, spa and bistro
- Created traditional and digital marketing materials
- Managed online presence of hotel, spa and bistro on social networking sites and other third-party referral sites
- Developed yearly marketing plan & budget in conjunction with other managers to best promote property from a local to international level of exposure

Freelance Designer

June 2007 – March 2015

Elmira, NY

- Provided print, web & graphic design services to small businesses in the Elmira & Ithaca areas

Web Developer

August 2005 – June 2007

Contractor hired through Adecco Technical & Engineering

Elmira College • Elmira, NY

- Managed external & internal websites
- Created new site content for several departments & programs
- Performed content migration of 4,500 pages from existing site to new content management system
- Designed & assisted in the implementation of new campus portal with *The Level* in Vancouver, BC, Canada
- Developed new front-end features using XML and XSL technologies
- Trained users on how to perform site updates using CMS
- Strategized with key stakeholders on developing new features and planning launches of new site functionality
- Assisted network technicians with client and server troubleshooting and maintenance tasks during peak times

ADDITIONAL EXPERIENCE

Consultant: DMO Technologies

January 2018 – Present

Guidepoint • New York, NY

Simpleview CRM User Group

February 2017 – December 2018

Simpleview, Inc. • Tucson, AZ