



Skills



EDUCATION
University of Nevada, Reno

Digital Marketing
3.47 GPA Aug 2008 - Dec 2012



Brand Management, Social Media, Front End Web Development, Web Content Management, E-Commerce, Goggle Analytics, Email Marketing, Customer Acquisition, Integrated Marketing Campaigns

Design: *Adobe Photoshop, Illustrator, InDesign*

Web: *Wordpress, HTML, Adobe Dreamweaver, Google Analytics, IBM Silverpop*

Video: *Adobe Premiere Pro, Adobe After Effects*

WORK EXPERIENCE



Mt. Rose Ski Tahoe

Creative Director

July 14 - Present

Acted as in house creative agency. Managing everything from the website to the at resort signage and worked to create a cohesive campaign that tied it all together. Launched a campaign called Only at Rose designed to highlight Mt. Rose stand out qualities in all areas of marketing from web ads to promotional events.



Mammoth Mountain: *Brand Media Manager* **Jan 13 - July 14**

Worked as a key contributor to the creative team to promote all business segments that Mammoth Mountain offers. Oversaw the project to completely redesign Mammothmountain.com to allow for more user engagement and integrate the #MammothStories campaign attempting to generate 10,000 stories from users.



ShortStack: *Creative Media Specialist* **Aug 12 - Jan 13**

Responsible for creating the video department at ShortStack from the beginning. Publish biweekly videos and live webcasts about advertising best practices. Work with the entire creative team to strengthen the ShortStack Brand.



Billboard Magazine: *Creative Media Intern* **Jun 12 - Aug 12**

Worked as a member of the national creative team. Primary goal was to increase engagement on Billboard's website and social media channels. Assisted the director on the first ever live stream via twitter with over 2 million people watching live.



Inkblot Promotions: *Director of Digital Media* **Oct 09 - Dec 12**

Oversaw a team of content creators to promote ASUN activity. Responsibilities range from photographing events to directing, filming, and editing commercials as well as managing the ASUN website and social media channels. Leader of the creative teams responsible for generating 4.2 million dollars more funding for the millennium scholarship.

CONTACT INFORMATION

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