Jason Jackson

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Digital Marketing & Content Professional

Digital marketing professional with over 20 years of experience supporting small businesses and established brands. Experienced in website management, content marketing, video production, email marketing, and social media, with a practical, business-focused approach.

Core Skills

Digital Marketing Strategy • Website Management & Optimization (WordPress) • Content Marketing & Editorial Calendars • Video Marketing (YouTube & Social) • Social Media Management • Email Marketing • On-Page SEO Fundamentals • Content Optimization • Basic Marketing Analytics • Performance Tracking • Audience & Engagement Analysis • Marketing Workflow Development • Project Coordination • Cross-Functional Collaboration • Adobe Creative Suite • HTML & CSS

Professional Experience

Founder & Brand Manager — Franch Coffee Roasters

Founded Franch Coffee from the ground up, developing the brand identity, building and managing the website, and overseeing all aspects of the launch. Led the creative direction, storytelling, and visual presence of the brand while turning a personal vision into a fully operational coffee business.

Internet Marketing Manager — Mastertech Automotive Experts (2025–Present)

Plan and produce YouTube content and repurpose videos for social media. Track basic content performance and develop repeatable marketing workflows to support ongoing business needs.

Internet Marketing Manager — Charlie's Foreign Car Repair / Charlie's Electric Bike (2019–Present)

Manage digital marketing efforts for two consumer-facing businesses, including website updates, content planning, SEO-friendly content structure, and video production. Plan and produce YouTube content and repurpose videos for social media.

Director of Content — Owen Video (2018–2019)

Produced video and photo content optimized for YouTube and social platforms. Designed thumbnails to improve engagement and supported weekly live shows streamed to Facebook and YouTube. Coordinated content planning and production schedules.

Art Director / Digital Marketing Lead — Head 2 Toe Jo (2010–2020)

Led digital and print marketing materials, managed website updates, supported email marketing, and maintained consistent brand presentation across all customer touchpoints.

Senior Flash Designer / Art Director — Real Capital Markets (2001–2010)

Created digital marketing materials for commercial real estate properties valued at $20M+. Worked closely with brokers, leadership, and internal teams to support nationwide marketing campaigns while managing multiple projects and deadlines.