



JESSE GOOD

MARKETING PROFESSIONAL

AI, Copywriting, Digital Marketing, Business Growth

+1 (574) 538-7329
jessegood2234@gmail.com
jessegood.com
Northern Indiana | Remote



OVERVIEW PROFESSIONAL SUMMARY

Marketing and sales professional with 10+ years of experience spanning digital marketing, content and copywriting, lead generation, business development, sales, and client relationships. Combines strategic thinking with hands-on execution, strong communication, attention to detail, and a proven ability to manage priorities, solve problems, and carry projects from concept to completion.



EXPERIENCE

TECHKNOWLEDGEY, INC. Marketing Coordinator

December 2019 - Present

- Manage and execute marketing initiatives for a managed IT services company across content and copywriting, website and digital marketing, email, social media, advertising, lead generation, sales materials, and other customer-facing communications.
 - Support business development through prospecting, lead generation, sales outreach, follow-up, and relationship building with prospective and existing clients, helping communicate technical services clearly and move opportunities forward.
 - Collaborate closely with company leadership and technical team members to plan and execute projects, solve problems, manage competing priorities, and support evolving marketing, sales, client, and broader business needs.
- Closed approximately \$765,000 in new business in 2.5 months as part of a three-person sales team, managing prospects by phone and email while producing approximately 20–30 customized project quotes per day.
 - Supported lead generation and marketing for both company brands through Facebook and Instagram advertising, social media, email marketing, campaign management, chatbot creation, website design, CRM management, and Excel-based reporting.

STAIR SUPPLIES | VIEWRAIL Marketing | Sales Support

September 2018 - August 2019

- Conducted high-volume outbound sales to service professionals nationwide, qualifying prospects and converting opportunities into new HomeAdvisor customers while managing the sales process and follow-up through the company CRM; ranked #1 on the team for total talk time & #2 for outbound dials.

HOMEADVISOR Online Marketing Consultant

March 2018 - May 2018

- Conducted high-volume B2B outbound sales to car dealership decision-makers nationwide, generating qualified opportunities and proposals while consistently ranking as a top-two producer in calls, qualified transfers, and proposals, with 30+ proposals generated.

DDS EVENTS & MARKETING Inside Sales | Event Coordinator

January 2018 - March 2018

8FDL Appointment Setter

August 2017 - March 2018

- Directly contributed to \$48,000 in high-ticket sales by prequalifying prospects, confirming sales readiness, answering questions, providing on-the-spot guidance, and managing follow-up before scheduling qualified prospects for three-way closing calls with a company co-founder.

ZIPLINE, LLC Marketing Manager | Co-Founder

October 2014 - March 2018

- Co-founded a startup with three college colleagues to develop and market a new social media app, gaining hands-on experience building a business from the ground up.
- Created and executed the marketing strategy, managed and grew social media accounts, pursued PR opportunities, built the app website, and contributed across broader startup operations.

INDEPENDENT MARKETING Digital Marketing Professional

March 2010 - Ongoing

- Built hands-on experience through independent digital marketing initiatives spanning online marketing strategy, audience and lead generation, content, social media, websites, and business development while continually testing and applying evolving strategies and technologies.



EDUCATION

INDIANA WESLEYAN UNIVERSITY B.S. BUSINESS MARKETING

2013 - 2017
Dean's List, Academic Honors

GOSHEN HIGH SCHOOL

2010 - 2013
Academic Honors
Varsity Football & Basketball Captain

CORE COMPETENCIES

MARKETING STRATEGY
BUSINESS DEVELOPMENT
LEAD GENERATION
COPYWRITING & CONTENT
CLIENT RELATIONSHIPS
PROJECT MANAGEMENT
PROBLEM SOLVING
STRATEGIC THINKING
COMMUNICATION
LEADERSHIP

MARKETING & TECHNICAL SKILLS

ARTIFICIAL INTELLIGENCE (AI)
DIGITAL MARKETING
PAID ADVERTISING
EMAIL MARKETING
SOCIAL MEDIA MARKETING
MARKET RESEARCH
WEBSITE DESIGN | DEVELOPMENT
CRM & MARKETING TECHNOLOGY
IMAGE | VIDEO CREATION
MICROSOFT OFFICE | EXCEL