

Jake Wengroff

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DEVELOPMENT EXPERIENCE

MIX & GO, Remote

November 2015 – present

Junior Developer (contract)

- Tasked with fixing issues for the [simple_blog](#) application and creating RSpec tests.
- Provide marketing strategy for in-house Google Analytics companion product [UTMtag](#).

BLOC, Remote

February 2015 – November 2015

Apprentice

- Student in 9-month, part-time remote [bootcamp](#) to learn Web development.
- Learned and practiced with Ruby, Rails, Rspec, JavaScript, Python, Git, Cucumber, Jekyll, SQLite, and Mongo, in addition to other frameworks, gems, and libraries.
- Built 3 Rails applications, deployed to GitHub and Heroku.

MARKETING/MEDIA EXPERIENCE

KMOX NEWS RADIO/CBS LOCAL DIGITAL MEDIA, Remote

December 2014 – present

Tech Reporter

- Weekly guest delivering technology news on [Overnight America](#), with host Jon Grayson, in a 20-minute segment on a radio show/podcast syndicated to 20+ CBS Local affiliates.
- Discuss company news and trends, including wearables, commercial drones, driverless cars, emerging payments, security/fraud detection, crowdfunding, and Net neutrality.

JXB1 SOCIAL BUSINESS, West Palm Beach, Fla.

June 2012 – present

Founder/Principal

- Advise clients on social media, blogging, media relations, online community management, and other content marketing strategies; recommend vendors and implement metrics programs.

Clients:

Consulting: Bain & Co., Frost & Sullivan, Gerson Lehrman Group, Gleanster

Technology: Adobe, Akamai, Cisco, Genpact, Intel, Ipswitch, Mediacom Business, NComputing, Samsung, SoftActivity, Twitter, Webtrends

Financial Services: J.P. Morgan Chase, MasterCard Advisors, Pitney Bowes

FROST & SULLIVAN, San Antonio, Tex.

June 2008 – June 2012

Global Director, Social Media Strategy and Research

January 2011 – June 2012

- Created and managed all social identities and communications for the firm worldwide, in a position created by the firm's Chairman.
- Trained research, sales, and support teams on best practices; drafted social media policy.
- Monitored social media engagement and sentiment; adjusted content mix as necessary.
- Social CRM: Collected 3,300+ filtered leads on 11,800+ raw leads to date, leading to over \$330,000 in attributable revenue. Implemented new social fields in existing CRM database.
- Consulting: Completed sponsored research and consulting projects, including strategic plans, white papers, business briefs, for total revenue of over \$125,000.
- Research: Conducted research on social media monitoring vendors, social infrastructure, and enterprise social business for Market Engineering studies and Market Insights; collaborated with other analysts to incorporate social data in their research.
- Contributed articles and blogposts regularly to several publications, including [CMO.com](#) and [Social Media Today](#); served as Chairman and Host of the Social Media Strategies Summit series of conferences.

Global Director, Corporate Communications

January 2009 – January 2011

- Oversaw staff of 23 communications professionals across all regions of the company.
- Increased Top Global Media Mentions by 73% and inbound sales leads by 22%.
- Managed budget of \$200,000 per year; negotiated contracts with vendors.
- Negotiated media alliances with over 60 publishers and conference producers, establishing new relationships, examining existing ones, rewriting contracts and overseeing deliverables.

Director, North American Corporate Communications

June 2008 – January 2009

- Oversaw staff of 5 communications professionals; retrained and re-energized team; introduced several strategies to jumpstart media coverage.
- Established the firm's social media presence on [Twitter](#), [Facebook](#), and [SlideShare](#).
- Trained analysts and sales teams on importance of effective media relations.

JW MARKETING ASSOCIATES, LLC, New York, N.Y.

April 2004 – June 2008

Principal

- Advised clients and implemented measurable communications strategies.
- Wrote website content, press releases, and marketing collateral; fielded media inquiries.
- Recruited speakers, developed agendas, and pitched sponsors for conferences.
- Authored a personal investing guidebook, *E-Bonds*, (John Wiley & Sons); contributed articles to *CFO* magazine.

Clients:

Financial Services: Silvercrest Asset Management, National Economic Research Associates/Marsh & McLennan, Kirlin Holding Corp., Veronis Suhler Stevenson, Moody's KMV

Technology: Yahoo!, Deloitte Consulting, eBusinessWare, OfficeInteractive

Healthcare: Celera Genomics, Institute for Cancer Prevention

Non-profit: United Way of Long Island, New York American Marketing Association

Media: Thomson Reuters, Scholastic, IBF Conferences

TRAINING/TEACHING EXPERIENCE

THE ECONOMIST GROUP/MINDOJO, Remote

Dec 2013 – present

Instructor and Content Developer

- Tutor individual GMAT students via Skype; answer ~100 academic questions weekly.
- Member of development team tasked with developing and launching a GRE course.

KAPLAN TEST PREP/WASHINGTON POST, N.Y., Tex., Fla.

Aug 2004 – Dec 2013

Instructor, Trainer and Recruiter

- Taught and administered GMAT, GRE, SAT, and SHSAT classes; taught ~1,000 students.
- Recruited, screened, and trained incoming teachers; trained over 200 teachers in 2006-2007.
- Facilitated marketing events; sold Kaplan's tutoring and admissions consulting services.
- Named "Trainer of the Year" for the NYC Metro Region for 2006.

UNIVERSITY OF TEXAS AT SAN ANTONIO, San Antonio, Tex. November 2008 – June 2012

Guest Lecturer, Department of Communication, College of Liberal and Fine Arts

- Lecture in Introduction to Public Relations courses, 2-3 times per semester.
- Participate in school's Shadow Day and Internship programs.

EDUCATION

UNIVERSITY OF MIAMI, Coral Gables, Fla.

August 1994

Master of Business Administration - Finance

Master of Science in International Business - Emerging Markets, Latin America

BRANDEIS UNIVERSITY, Waltham, Mass.

May 1992

Bachelor of Arts - Comparative Literature, minor in Latin American Studies