

Jake Haws

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portfolio: marketing.jakehaws.com

Creative and Driven Marketing Leader

A proven leader with extensive experience in driving strategic marketing initiatives, optimizing budgets, and leading cross-functional teams. Expertise in digital marketing, brand positioning, and leveraging data-driven insights to achieve revenue growth and market expansion.

WORK EXPERIENCE

Content Marketing Manager February 2025-present

Embark Behavioral Health, Chandler, AZ (remote)

- Led content and SEO initiatives across 30 locations and 6 behavioral health brands, aligning strategy with growth resulting in a 30% increase overall in program admissions through digital marketing channels.
- Developed and executed monthly content plans, leveraging 60+ subject matter expert interviews and client testimonials to produce 18+ long-form articles, 40+ YouTube videos, and 100+ short-form social assets.
- Directed on-site photo and video production across multiple locations, including virtual tours and brand photography to enhance digital presence.
- Facilitated team trainings to strengthen team skills, execution, and alignment.

Online Advertising Director January 2024-February 2025

Ascent Behavioral Health Programs, Springville, UT

- Managed and optimized a \$323K annual Google Ads budget across 7 different business units.
- Increased qualified leads by 19% and program admissions by 9%, while simultaneously reducing the online advertising spend by 11%, resulting in \$2.9M in annual revenue from advertising channels.
- Created strategic keyword strategy and A/B tested landing pages, ad copy, and visual assets.

Marketing Strategist January 2022-August 2023

Rain Retail Software, Provo, UT

- Responsible for planning and executing organic content strategy for 8 specific ecommerce brands.
- Led SEO efforts for brand websites resulting in a 60% increase in monthly organic leads.
- Key player in the marketing strategy and execution of Music Shop 360's successful software launch.
- Orchestrated co-branded podcast and webinar content with industry partners to drive sales initiatives.

Director, Marketing February 2018-January 2022

DecisionWise, Springville, UT

- Led search engine marketing efforts in paid and organic channels, resulting in over 2500 SQLs annually.
- Executed and managed successful lead generating campaigns with Google Ads (including YouTube), Bing Ads, Meta Ads (Facebook, Instagram), and other paid affiliate partnerships.
- Drove key SEO content initiatives, including the production podcast episodes, videos, infographics, and white papers, resulting in a 30% increase in organic traffic.
- Planned and executed regular in-person and virtual workshop events attended by hundreds of individuals.
- Produced and promoted monthly HR industry webinar series attended by over 8400 people.
- Led comprehensive rebrand of web and print materials, significantly boosting brand impact and visibility.

Director, Content Marketing February 2013-January 2018

Zenger Folkman, Orem, UT

- Managed paid advertising channels including Google Ads, LinkedIn, Facebook, Instagram, and Twitter.
- Contributed to 40% increase in website traffic through managing organic content initiatives, including on-page SEO efforts, keyword research, blog creation, email marketing, industry webinars, podcast interviews, and article placements with HBR and Forbes.
- Transformed how the company tracks key metrics and marketing activities in Salesforce and Act-On.
- Awarded Utah's "Best Integrated Marketing Campaign" of 2016.

Senior Media Analyst

May 2011–October 2012

Raw Data, Salt Lake City, UT

- Led analyst team in identifying trends and providing marketing insight reports for broadcasters and advertisers such as Clear Channel, Cumulus, KSL, and several Utah-based ad agencies.
- Increased number of marketing research panelists by 30% through targeted social media and other online advertising campaigns.

Owner/Operator

January 2005–April 2011

Muse Music Cafe & Recording Studio, Provo, UT

- Organized and promoted over 1000 concert events for local and touring musical artists.
- Managed all aspects of the company including operations, finances, marketing, and human resources.
- Increased average concert attendance by over 50% through advertising and promotion campaigns including email newsletters, press releases, social networking websites, and online advertisements.
- Developed new streams of income with addition of cafe and recording studio, and sold business for a profit.

Global Marketing Intern

June–August 2008

Sony Music Entertainment, New York, NY

- Reported expert analysis on global sales to the executive team, providing suggestions for best practices.
- Assisted global marketing team with promotional campaigns for top artists including Alicia Keys and Pink.

SOFTWARE EXPERIENCE

- SEM: Google Ads, Microsoft Bing Ads, Ahrefs, SEMRush, Google Search Console, MarketMuse, Yoast, MOZ, Rank Math, SurferSEO, Anyword, Descript.
- Reporting/Testing: Google Analytics, Tableau, Crazy Egg, Hotjar, CailRail.
- CRM/Marketing Automation: Salesforce, Pardot, HubSpot, Act-On, Bluestep.
- Web Design: WordPress, Elementor, Beaver Builder, Divi, HTML, CSS.
- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere.
- Sound Recording: Pro Tools, Audacity, Audition.
- Microsoft Office: Excel, Word, Powerpoint, Teams.

EDUCATION

Master of Business Administration, Marketing

May 2012

University of Utah, David Eccles School of Business, Salt Lake City, UT**Bachelor of Arts in Communications, Advertising (Creative)**

August 2008

Brigham Young University, Provo, UT

- Additional Major: Sound Recording Technology, Minor: Graphic Design

OTHER SKILLS AND ACTIVITIES

- Host of “Making Music with Jake Haws” podcast.
- Eagle Scout - Boy Scouts of America.
- Spent two years as a volunteer missionary in New York City.
- Enjoys snow skiing, hiking, camping, racquetball, pickleball, and board games.