

Jake Green

Junior Brand Strategist

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I'm eager to build and champion powerful brands using brand strategy. I excel at looking at what's already there - research, insights, creative ideas, cultural moments - and finding the through-line that turns them into clear, compelling narratives.

Experience

Product Expert

Peak Design, New York, NY

2024–Now

- Identified customer motivations, use cases, and pain points to deliver tailored recommendations, connecting technical features with individual needs, lifestyle contexts, and shopping behaviors to drive purchase decisions and brand loyalty.
- Collaborated with the Store Director to design and execute in-store events, identifying impactful opportunities to deepen brand connection and community engagement.
- Resolved client issues, including warranty requests and shipping/logistics challenges, both in-store and online using Gladly, Shopify, and NetSuite.

Artist Management Intern

Space Camp Management, Los Angeles, CA

Spring 2024

- Analyzed audience data and social listening insights to develop a multi-platform content strategy for DJ duo SIDEPIECE that drove a 30% increase in follower count.
- Supported the strategic launch of an artist-to-fan service (DyHard Club) by developing a comprehensive content calendar and brand toolkit, turning brand positioning into creative deliverables.
- Monitored emerging cultural and content trends to help develop engaging, platform-optimized content, across Instagram, X (Twitter), and TikTok.

Artist Management Intern

Forward Artist Management, Los Angeles, CA

Fall 2023

- Conducted weekly analysis of five artists' social and streaming data, identifying trends and strategic opportunities that informed marketing and touring strategies.
- Designed presentation materials and brand toolkits for upcoming releases and tours.
- Developed a comprehensive A&R business plan for a prospective client, including competitive analysis, brand development, and multi-channel strategy recommendations.

College Marketing Representative

The Orchard (Sony Music), Boston, MA

2022–2023

- Built awareness of Orchard-distributed artists through 30+ data-informed, multi-channel campaigns across Twitter, Facebook, and Instagram that drove measurable engagement for artists including Jack White and Kelsea Ballerini.
- Developed strategic partnerships with local businesses, campus organizations, and radio stations to host events, including giveaways and listening parties.
- Analyzed social media metrics to determine campaign effectiveness, identifying opportunities for optimization and presenting findings to inform future communication strategies.

Education

Emerson College

B.A, Media Arts Production, Boston, MA

May 2024

Skills

Project Management | Research
Social Media Marketing | Upselling & Cross-Selling
Digital Photo & Video | Deck Design

Platforms

G-Suite | Microsoft Office
Adobe Creative Suite | Figma
Webflow | Slack | ChatGPT