
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.
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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