

Jake Bandler

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PROFESSIONAL SUMMARY

Marketing and communications professional with experience in social media strategy, content creation, audience engagement, email marketing, and event coordination. Proven track record of growing brand visibility through targeted campaigns, managing content calendars, and creating written and visual content across digital channels. Skilled in cross-functional collaboration, analytics-informed decision-making, and supporting outreach initiatives that strengthen audience engagement.

PROFESSIONAL EXPERIENCE

LAN Associates — Marketing Coordinator

December 2021-Present

Midland Park, NJ

- Develop and execute social media strategies across Facebook, LinkedIn, and Twitter/X to strengthen brand visibility and audience engagement.
- Manage the content calendar and schedule posts through Hootsuite, using analytics to guide content decisions and improve performance.
- Draft copy for social posts, email campaigns, and articles aligned with firm messaging and outreach goals.
- Design graphics and visual assets using Photoshop and InDesign to support marketing initiatives.
- Collaborate with senior team members and firm principals on content ideas, campaign priorities, and event promotion.
- Manage the Young Professionals Group and coordinate events that support relationship-building and community engagement.
- Increased LinkedIn followers by 20% over two years through targeted content and consistent platform management.
- Executed email campaigns through ActiveCampaign to support communications and outreach efforts.

Lisa's Treats for Pups and Peeps — Social Media Manager **June 2020-December 2021**

Wayne, NJ

- Managed the company's social media presence, creating content and engagement strategies for Instagram and Facebook.
- Partnered with the CEO to develop brand messaging and social content aligned with business goals.
- Created and published daily content, including captions, product-focused posts, and visual assets.
- Edited photos using Photoshop and in-platform tools to improve content quality and brand presentation.
- Coordinated with internal stakeholders to align social messaging with promotions and broader campaign priorities.

- Grew Instagram followers from 0 to 264 and Facebook followers from 0 to 255.

The Law Offices of David J. Finkler — Administrative Assistant

July 2019-December 2021

Glen Rock, NJ

- Managed client billing and accounts receivable using QuickBooks.
- Organized and maintained legal documents to improve file accessibility and office efficiency.
- Answered phones, routed calls, and supported client communication in a professional office setting.
- Transcribed notes for legal proceedings and conducted company research to support case preparation.
- Helped streamline billing and document workflows to support smoother day-to-day operations.

EDUCATION

Quinnipiac University, School of Communications

August 2017-May 2019

Hamden, CT

B.A. in Film, Television & Media • GPA: 3.53

Elon University

August 2015-May 2017

Elon, NC

TV & Cinema Arts • Minor in Creative Writing

SKILLS

Adobe Premiere Pro, Adobe Photoshop, Adobe InDesign, Adobe Audition, Microsoft Office, Hootsuite, Google Analytics, Unanet, ActiveCampaign, Generative AI (ChatGPT, Firefly)