

JAKE HAY

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SOCIAL MEDIA MARKETING | BUSINESS DEVELOPMENT

CAREER SUMMARY

Award-winning marketing agency executive and creative leader with a track record of success in delivering dynamic revenue, customer acquisition, and brand activation results for the world's most recognizable brands. Recognized by both private sector and federal government clients as an industry expert on social media and influencer marketing. Crafted innovative creative visions and translated ideas from creative briefs to successful launches. Piloted teams in the end-to-end planning, design, execution, and optimization of social and digital campaigns to amplify and consolidate brand presence across markets and segments. Data-driven strategist with an acumen for leveraging analytics to drive campaign insights and improvements to content strategy and media selection.

KEY SKILLS

Marketing Strategy – Social Media Advertising – Influencer Marketing – Key Account Management – Marketing Campaign Management – Customer Acquisition and Retention – Competitive/Market Analysis – Go-to-Market Planning KPI Performance Optimization – Marketing Analytics – Brand Management

PROFESSIONAL EXPERIENCE

PopShorts, Partner, Head of Business Development

Jan 2016 – Present

- Liaised with client teams to understand marketing objectives, define market segments, and evaluate audience media consumption patterns that informed marketing strategy, creative planning, and budget allocation
- Monitored emerging trends to advise clients on cross-channel media strategies, and structured partnerships with influencers and other creators aligned with the client brand to manage content production
- Planned and executed 100+ campaigns from concept to launch, overseeing content production, branding, messaging, and positioning to deliver 1B+ impressions to date and accomplish ROI/ROAS targets
- Implemented KPI dashboards, scorecards, and other performance measurement tools to harvest data-driven findings that influenced media mix and budget allocation, and provide regular reporting to client teams
- **Notable Clients:** Disney – The Academy Awards – Netflix – Ford – Lionsgate – JP Morgan Chase – Adobe Hulu – CBS – GEICO – Amazon – JCPenney – Kohl's – NBC – Nordstrom – Paramount – Sony Pictures

Highlights

- Achieved 30% revenue CAGR over a 8-year period to be ranked as one of the fastest-growing companies in America by Inc. 5000 multiple times
- Led account planning sessions to originate upsell/cross-sell opportunities that improved customer retention to 85% YOY, and adopted a continuous improvement approach to apply past learnings to future campaigns
- Named on the Forbes 30 Under 30 Austin list, recipient of the 2024 'Campaign of the Year' by ThinkLA and placed in the Financial Times Top 500 Fastest Growing Companies

Lecturer, McCombs School of Business, University of Texas at Austin

Jan 2025 – Present

- Tasked with developing new curricula for the Marketing Department, focused on cutting-edge practices in social media and influencer marketing
- Serve as the instructor for courses, integrating academic insights with practical applications to prepare students for real-world challenges in marketing
- Collaborate with academic leadership to align curriculum objectives with departmental and university goals.

Various Awards Programs, Judge

Jul 2018 – Present

- Selected as a Judge for the Telly Awards (July 2018 to date), Webby Awards (January 2020 to date), the Lovie Awards (January 2020 to date), and the American Advertising Awards (2024 to date) with responsibilities for evaluating and benchmarking submissions based on artistic quality, audience appeal, and creative vision to select winners
- Reviewed a wide range of media across websites, videos, advertisements, mobile applications, social media campaigns, podcasts, and games from the world's top agencies studios, and brands alongside an expert panel comprised of business magnates, celebrities, Web experts, and other luminaries

COMMUNITY INVOLVEMENT

American Advertising Federation, <i>President - Austin</i>	May 2023 – Present
- Led the organization in strategic planning and execution, ensuring alignment with the mission and vision of AAF Austin being named 2023 Chapter of the Year and AAF President of the Year. - Organized complex event logistics, managing speaker sessions, supplier portfolios, and agenda setting to deliver memorable guest experiences and event schedules that reflect current trends. - Successfully managed and led the board, fostering a collaborative and innovative environment to drive the organization's growth and impact within the Austin advertising community. - Enhanced community engagement through regular DEIBA events and educational panels, keeping the organization on the cutting edge of industry developments	
National Small Business Association, <i>Leadership Council</i>	Feb 2021 – Present
Public Relations Society of America, <i>Member</i>	May 2016 – Present
ThinkLA, <i>MARCOM Committee Member</i>	Nov 2016 – Nov 2017

HONORS & AWARDS

Forbes 30 Under 30, *Marketing & Advertising - Austin*
ThinkLA IDEA Awards, *Campaign of the Year, Agency of the Year*
Webby Awards, *Social Campaign: Events & Live Streams*
American Advertising Awards, *Most Innovative Use of Platform*
Streamy Awards, *Best Social Impact Campaign*
Shorty Awards, *Best Live Video*
W3 Awards, *Best Influencer Marketing Campaign*
Telly Awards, *Best Social Video for Art & Entertainment*
PROTOS Awards, *Best Social Media Program*
Summit International Creative Awards, *Best Social Media Campaign*

EDUCATION

Boise State University, <i>Master of Business Administration (Management)</i>	2023
California State University, Fullerton, <i>Bachelor of Arts (Communications – Public Relations)</i>	2016
California State University, Fullerton, <i>Bachelor of Arts (Sociology)</i>	2016
Cuesta College, <i>Associate of Arts (Communications)</i>	2014

Professional Certifications

Massachusetts Institute of Technology (MIT), <i>Research Methods – Data Coding and Analysis</i>	2023
Google, <i>Generative AI Fundamentals</i>	2023
Google, <i>Encoder-Decoder Architecture</i>	2023
Google, <i>Introduction to Large Language Models</i>	2023
Google, <i>Responsible AI</i>	2023
Google, <i>Transformer Models and BERT Model</i>	2023
Google, <i>Attention Mechanisms</i>	2023