

# Jackson B. Ressler

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## EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI  
**Bachelor of Science in Business Administration**  
Majors: Marketing & Economics

May 2024  
GPA: 3.5/4.0

## INTERNSHIP EXPERIENCE

### Marketing Analyst Intern

May 2023 – Present

WEYCO GROUP, Glendale, WI

- Grow paid marketing channels by 55% by optimizing \$240K in quarterly spend, while identifying negative key word gaps and creative ad updates.
- Highlight weekly and monthly business trends on brand performance in Power BI and other data sources through reports to business and brand leaders.
- Conduct competitor analysis for Weyco Group's outdoor brands, leading to a change in marketing and promotional strategy.
- Critique Weyco Group's email strategy to identify high and low performing email campaigns, while recommending optimizations to customer engagement segments and email volume from competitors.

## CAMPUS INVOLVEMENT

### President

January 2023 – December 2023

MARQUETTE UNIVERSITY FIRST ASCENDERS (ROCK CLIMBING CLUB), Marquette University

- Served as liaison for maintaining relationship with Turner Hall Climbing Gym in regard to membership, classes, and use of gym.
- Delegated tasks to fellow Executive Board members for campus recruitment including tabling and information sessions.
- Arranged outdoor trips throughout the year to various places across the United States.

### Treasurer

January 2022 - December 2022

MARQUETTE UNIVERSITY FIRST ASCENDERS (ROCK CLIMBING CLUB), Marquette University

- Oversaw organization finances and reimbursement forms through Student Government.
- Ran scholarship accounts for interested club members.

### Athletics Academic Tutor

January 2022 - May 2022

INTERCOLLEGIATE ATHLETICS, Marquette University

- Tutored Accounting and Economics to University athletes.

## VOLUNTEER EXPERIENCE

### Podcast Host

May 2019 - July 2021

BITTER JESTER FOUNDATION FOR THE ARTS, NFP, Highland Park, IL

- Interviewed performers and judges of the Bitter Jester Music Festival for annual podcast.

## SKILLS & PLATFORM EXPERIENCE

- SEM Management, Pay per Click Management (Google Ads, Microsoft Ads, Facebook Ads)
- Paid Display Advertising (Criteo)
- Email Service Provider (ESP) Management (Klaviyo, Wunderkind)
- Attribution Engine Modeling (Rockerbox)
- Data Visualization/Management (Power BI)
- Microsoft Office