

Jack B. Neary

Community Builder & Digital Marketer

Contact: jackbneary@gmail.com • 772.486.5895
Web: jackbneary.com • linkedin.com/in/jack-b-neary
Social: twitter.com/j_neary • instagram.com/j_neary

28 Locust St. Brooklyn, NY 11206

Skills

EMAIL MARKETING
COMMUNITY BUILDING
COPYWRITING
GRAPHIC DESIGN
GOOGLE ANALYTICS
PAID SOCIAL ADS
CROWDFUNDING
SEO
PR

Education

BOSTON COLLEGE
B. A., ENGLISH

Service

FRIENDS OF THE NEW ORLEANS
PUBLIC LIBRARY
SECRETARY | BOARD OF DIRECTORS
NOV 2017 - OCT 2019

References

DANNY FEIN
FOUNDER | LITOGRAPHS
DANNYFEIN@GMAIL.COM

DIXON STETLER
EXECUTIVE DIRECTOR | FNOPL
JDIXONSTETLER@GMAIL.COM

Experience

Litographs: Custom Literary Apparel + Home Goods

Head of Community + Digital Marketing

NOV 2012 - PRESENT (BROOKLYN, NY)

- Built a thriving community of 450k+ email subscribers and 200k+ social media followers
- Manage end-to-end execution of email marketing including creative, A/B testing, analysis of key metrics
- Generated \$1M+ in revenue from email campaigns over last 3 years
- Strategize and create content for social media accounts and paid ads (annual budget \$400k)
- Manage 100+ Wholesale Accounts

Canary Cold Brew: DTC Subscription Service

Co-Founder FEB 2018 - FEB 2020 (REMOTE)

- Developed + brought to market two cold brew blends
- Designed and led branding exercise to determine and coordinate name + ethos
- Planned crowdfunding campaign to successfully fund first production run
- Managed email campaigns, social media, and PR

ContentLead (Brafton) / Senior Social Media Executive

JULY 2012 - DEC 2013 (BOSTON, MA)

- Developed and managed social media strategies for 20-30 SMBs per month across multiple industries
- Redesigned ContentLead's own internal social media marketing strategy to mirror the services and results prospective customers could expect