



J A C O B L E S T E R

Leverage your difference, dare to succeed

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## Projects

### AI-optimized web design

May 2025 - Present

- Using UX design principles to design sites in Figma
- Turning layouts into high-quality sites within hours
- Building Design Systems
- Prompt engineering
- Content optimization

### Wonderworld Clothing Brand

- Creating branding and strategy for a sustainable clothing brand
- Planning social media creative strategy
- Positioning the brand as a quality, sustainable alternative to modern fashion
- Created brand assets- color scheme, logo, and style guides
- Designing a website and developing with AI

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## Certification Courses

Meta Digital Marketing Certified  
Google Ads Measurement Certified

## Education

**Bachelor of Arts and Business Administration - Marketing Concentration**  
**Minor in User Experience Design**

Western Washington University

Graduation: December 2024

Relevant Coursework:

- **Digital Illustration Methods** (Illustrator, Photoshop)
- **Marketing Sustainability** (Marketing Strategies for Sustainable Brands)
- **Digital Marketing** (organic and paid social media, digital ads, SEO)
- **Integrated Marketing Communications** (Branding, Content Creation)
- **Web Development 1 & 2** (HTML, CSS, JavaScript)

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## Relevant Experience

### Freelance Digital Marketing / SEO Candyland

October 2025 - Present

- Google SEO content writing
- Website design and development through WordPress
- Auditing and adjusting Google PPC Ad campaigns based on performance
- Crafting ad copy and creative for Meta Ads using Photoshop and Illustrator
- Client acquisition and management

### Logistics Coordinator / Confidential UHNW family office

November 2025 - Present

- Property management in West Vancouver and Whistler
- Managing and organizing house inventory using Excel
- Hauling goods between properties

### Director of Website / WWU Student Marketing Association (SMA)

March 2024 - December 2024

- Led user experience research for SMA website
- Mentored a junior web designer through planned marketing research
- Presented at association events, helping provide resources to peers
- Web redesign sitemap and wireframe

### Digital Marketing Intern / IronGate Enterprises

June 2023 - August 2023

- Used SEO analytics to promote Amazon E-commerce ads
- Used Excel to create macro-enabled tools for bulk keyword data analytics
- Created reports reviewing insights from ad metrics
- Google Ads, optimized using Google Analytics
- [Final Internship Report](#)