


Jase Gibbons

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CERTIFICATIONS

- Google Analytics
- Google Ads - Search
- *PR Council* - Agency Ready Certificate
- *Arthur W. Page Center for Integrity in Public Communication* - Digital Ethics Certificate
- Hootsuite - Platform Certificate
- Semrush - On-Page SEO & SEO Essentials

EXPERIENCE:

WebFX

Jr. Revenue Marketing Specialist – Account Manager

Harrisburg, PA

October - March 2026

- Managed all digital marketing channels for SMBs with \$300,000+ in revenue per month attributable to digital marketing.
- Cross-collaborated with social media, specialty marketing, data architecture, and ongoing strategy departments as the representative for my clients
- Identified high conversion rate locations for a local business by analyzing first- and third-party demographics data.

Penn State THON® Panhellenic/IFC Dance Marathon

University Park, PA

Video Production Lead / Public Relations Captain

April 2021 - May 2025

- Led a creative team of 20+ volunteers to develop campaign-based promotional and social media video content
- 10M+ views on content across all platforms aligned with social trends and platform engagement
- Coordinated marketing campaigns with THON leadership and the Public Relations Director
- Re-imagined traditional media to appeal to modern audiences and social media algorithms gaining 16k+ followers across Instagram and TikTok
- Implemented a standardized open captioning system to increase accessibility and multilingual access while maintaining branding standards
- Created visual branding guidelines for all photo and video content to ensure proper alignment of all logo, icon, and text elements across platforms

Penn State Strategic Communications

University Park, PA

Visual Content Intern

August 2023 - May 2025

- Produced high-quality digital content with Penn State's Strategic Communications team for Instagram, TikTok, YouTube, and LinkedIn that garnered 1.4M+ views and 70k+ engagements
- Utilized analytics tools, Sprout Social, Hootsuite, & native platform insights, to inform content strategy and create more engaging content for each platforms' target demographic
- Collaborated with external stakeholders, including the Penn State's President team and Shaver's Creek Environmental Center, to execute university-wide campaigns
- Assisted in launching Penn State's YouTube content strategy and testing different content formats to analyze their performance and audience engagement

EDUCATION

The Pennsylvania State University

Master of Business Administration, MBA

Smeal College of Business

Bachelor of Arts, Film Production

Donald. P Bellisario College of Communications

Minor in Digital Media Trends and Analytics

Smeal College Business Fundamentals Certificate