

Robert Jaco

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3142 Pleasant Valley Rd | Owensboro, KY 42303

Summary of Qualifications

- Seven years of experience in digital content management across multiple industries
- Strong background creating graphics and promotional materials using Canva and Adobe applications
- Experience with web analytic tools (SEMRush/Ahrefs) and utilizing CRM software (HubSpot, MailChimp)
- Management experience in database analytics and digital asset supervision

Education

Murray State University; Murray, KY | Bachelor of Science with a major in Journalism, minor in Graphic Communications Media; May 2019

Shawnee Community College; Ullin, IL | Associate of Arts, May 2016

Experience

Hillsborough County; Tampa, FL (Hybrid/Remote) | Web Content Coordinator
May 2023 - February 2025

- Formulated comprehensive program plans and strategies pertaining to developing and improving digital content and asset management across Hillsborough County's digital platforms
- Worked closely with departments and agencies to educate and train digital content providers on proper content creation, platform maintenance, and best formatting practices
- Reviewed online content for the County's public website (serving 1.5 million residents) as well its internal intranet (700 County employees)
- Fulfilled department and customer website requests via HelpScout ticketing system

FreightCenter; Palm Harbor, FL (Hybrid) | Marketing Content Manager

May 2022 - April 2023

- Led a consistent increase in web-related lead generation through the creation of freight-related digital/print content using SEO practices
- Curated email blasts and press releases for external use on a bi-weekly basis
- Wrote, edited and published freight-related blogs for three separate company websites
- Led a team of five content developers in the creation of marketing content and website management
- Regularly monitored website traffic while identifying keyword gaps using SEMRush, Ahrefs and Google Analytics

The Mayfield Messenger; Mayfield, KY | Sports Editor; Aug. 2019-November 2022

- Wrote and edited preview, recap and feature stories while covering local high school sports and events
- Covered games, reported stories and provided live developments using Twitter/Facebook
- Drafted daily sports budget and worked with design center on page layouts for print and digital publications
- Interviewed local athletes and city officials, creating relationships within the community
- Helped drive traffic to multiple PMG websites through consistent digital content publication

Kentucky Publishing Inc.; Paducah, KY | Intern, Asst. Editor of Special Sections; April 2019-Aug. 2019

- Wrote print and digital news articles on various topics including business, sports, education, government, and entertainment
- Researched and edited stories, conducted phone, email and in-person interviews
- Refined website content for multiple company sites on a daily basis
- Helped assemble and create special sections for newspapers across western Kentucky including the Paducah Business Journal, Farmer's Quarterly and Senior Scene

Activities

- Owner/Operator of thedailyhedge.blog sports website
- Brother of Lambda Chi Alpha Lambda Eta-Zeta, Murray State University
- Each fall during undergrad helped contribute to a county-wide food drive for local food shelters in western Kentucky, raising over 10,000 pounds of food annually