

Jacob Dupuis

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SUMMARY

I will be graduating in 2020 with a Bachelor's Degree in Management Engineering (concentration in Operations) from Worcester Polytechnic Institute (WPI). I am interested in developing a career in Digital Marketing, Product Marketing, Business Management, or Product Management. I am originally from Maine, but am currently living in Worcester, MA.

EDUCATION

Worcester Polytechnic Institute (WPI) | Foisie School of Business

- *B.S. in Management Engineering (Operations Concentration)*
- GPA: 3.51 / 4.0

Worcester, MA
May 2020

WORK EXPERIENCE

Digital Marketing Internship, Stratus Technologies

- Developed SEO campaigns across global websites and Wordpress blog migration.
- Worked to migrate and manage assets for global PRM platform adoption.
- Worked with Salesforce and Salesforce Pardot to support global lead generation campaigns across multiple verticals and account-based audiences.

Maynard, MA
May - December
2019

Marketing Internship, Markforged

- Worked within a Demand-Gen team to support marketing campaigns and data analytics related to digital marketing.
- Worked in Marketo and Salesforce to analyze data, develop email marketing material, build out campaigns and marketing segments
- Supported Content, Event and Channel marketing teams across various projects.
- Created spotlight video series with Application Engineers for educating inbound leads on applications for metal and composite (carbon fiber) additive manufacturing.

Watertown, MA
May - August 2018

Digital Asset Assistant, WPI Marketing and Communications

- Maintained and organized database of digital assets for promotional use.
- Photographed commencement ceremonies and other events.
- Created new multimedia content for database, social media, press release and news articles, and for web+print advertising.

Worcester, MA
August 2017 -
May 2020

PROJECTS

Major Qualifying Project (MQP) - Team of 3 (MassMEP, Foisie School of Business)

- Developed a marketing plan and programs to help MassMEP expand it's consulting services into the biotech industry in Massachusetts.
- Researched and engaged with SME biotech manufacturers to investigate how to improve operational performance, workforce development and create innovative growth initiatives.

Worcester, MA
August 2019 -
March 2020

Interactive Qualifying Project (IQP) - Team of 4 (WPI Global Projects Program)

- Investigated the feasibility and resources available for a future WPI Global Project Center, to support student projects in Iceland, summarizing findings in a 50 page project report, with recommendations and supporting promotional material.
- Developed a network of potential sponsoring organizations for future student project opportunities, including museums, government agencies, and nonprofits.

Reykjavik, Iceland
August -
October 2018

London Humanities Global Project - (WPI School of Arts and Sciences)

- Created 3 projects (independent and in a team) to fulfill Humanities and Arts requirements, focused on modern art galleries, history and architecture in London.
- Utilized writing, photography, video editing, graphic design and CAD design.

London, England
May - June 2017

SKILLS, AWARDS & EXTRACURRICULARS

- CRM and Marketing Automation software proficiency
- Google Business Suite proficiency
- Adobe Creative Cloud proficiency
- Hubspot Inbound - Certification
- Microsoft Office Excel Specialist