

# Jacob Hege

(704) 975-2239  
jacobhege1@gmail.com  
jacobhege.com

## EXPERIENCE

### McKinney

Durham, NC | June 2018 - August 2018

#### Interactive Production Mtern

Assisted the Interactive Production team with final QA and weekly updates to corianmoodboardmaker.com. Produced various digital projects for Sherwin-Williams. Designed and built the Mternship page housed on mckinney.com.

### University Tees

Cleveland, OH | May 2017 - May 2018

#### Campus Manager

Built relationships with campus organizations to market custom apparel and promotional products. Served as a liaison between customers and graphic designers at HQ. Sold over \$33,000 worth of merchandise.

### Davidson College Communications

Davidson, NC | January 2017 - May 2018

#### Student News Agent

Produced unique videos, stories, and posts highlighting student life on campus for Davidson College's website and social medias.

### Alumni and Family Engagement

Davidson, NC | Summer 2017,

January 2018 - June 2018

#### Reunion Weekend Head Ambassador

Assisted staff with production and preparation for over 100 events for more than 1,500 alumni. Organized, trained, and managed 32 Student Ambassadors. Created engaging content for the Davidson College Instagram and Snapchat.

### Davidson Admission and Financial Aid

Davidson, NC | Summer 2016, Summer 2017

#### Head Summer Ambassador

Represented the College brand to potential students. Researched social media use in higher education and created a blueprint to re-brand the Davidson Admission Instagram into the student-submission based, @thedavidsondaily. Worked with ITS to create a prototype of a virtual tour for the college.

## EDUCATION

### Davidson College

Davidson, NC | Aug 2014 - May 2018

Bachelor of Arts - Communication Studies and Gender and Sexuality Studies

GPA: 3.59

### DIS - Copenhagen

København, DK | Fall 2016

Completed semester of study abroad with a focus on mass media, marketing strategies, and pop culture.

## CAMPUS INVOLVEMENT

### Davidson Microaggressions Project

Site Designer | May 2017 - May 2018

Recruited to build an online platform that raises awareness of campus climate as experienced by diverse members of the College community.

### 1972 (Women's Action Committee)

Vice President | January 2017 - May 2018

Treasurer | January 2015 - May 2016

Developed and produced main events - *The F Word: a Feminist Fair* and the *Sex Positivity Fair* for 200+ participants. Designed posters and multimedia content for events. Created and curated social media presence on Instagram.

## SKILLS

Spanish

Photoshop

Illustrator

Muse

Event Planning

PowerPoint

Wordpress

Social Media



## AWARDS

### Joni Madison Diversity Scholar

McKinney | June 2018

Recognized by McKinney for my commitment to diversity and inclusion. Administered surveys and interviews to gauge employees' perceptions of McKinney's diversity initiatives and general culture. Provided McKinney with a programmatic framework for ongoing employee sensitivity training.