

# Jake Eising

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## Education

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**Florida State University**, Tallahassee, FL May 2025

Bachelor of Science in Management Information Systems, *cum laude*

**Florida State University**, Tallahassee, FL May 2025

Bachelor of Science in Marketing, *cum laude*

## Technical Skills

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**Programming Languages:** HTML, JavaScript, Python, SQL

**Tools:** Azure DevOps, Canva, Monday (Project Management), Jira, Microsoft Office, Microsoft SQL Server, Pipedrive, Qualtrics, Slack, SPSS, Tableau, Wireshark

**Certifications:** Microsoft Excel 2019 Associate, Microsoft Office Specialist – Word

## Experience

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**Cross-Functional Assistant** April 2025-Present  
Prolydian | Tallahassee, FL (Remote)

- Partnered across sales, marketing, development, and operations to support cross-functional initiatives and streamline workflows
- Maintained and optimized CRM systems (Pipedrive) to ensure accurate contact data, pipeline visibility and campaign alignment
- Analyzed social media performance to identify engagement trends, optimize content strategy, and inform future campaigns
- Drafted outreach communications for email campaigns and conference engagement, supporting lead generation and brand consistency
- Executed marketing campaigns by updating CRM records, tracking performance metrics, and supporting targeted outreach efforts
- Reviewed proposals and provided strategic recommendations to align initiatives with business objectives and maximize impact
- Conducted competitive research to inform sales strategy, identify market positioning, and support content development

## Projects

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**Database Systems Management** Fall 2024

- Established primary and foreign keys to maintain referential integrity and support strong data relationships
- Designed and implemented a relational database using SQL to support business operations
- Developed complex SQL queries to extract actionable information and support data-based decision-making
- Collaborated with a team to optimize schema and queries to ensure efficient operations