



Lee R. Jacoby

Profile

Experienced Digital Marketing Director with a demonstrated history of working in broadcast media and live event industries. Skilled in Project Management, Web Design, Digital Marketing and Graphic Design. Strong marketing professional with over 10 years of experience and an additional 6 years in print/desktop publishing with a Bachelor's degree in Business Administration from Penn State University-Berks.

Career Experience

Cumulus Media - Radio Station Group, Harrisburg, PA **Promotions & Digital Director** Nov. 2014 - present

- Manage promotions, events and digital marketing of six local radio stations.
- Enhance station image with consistent messaging through station websites, digital advertising, email marketing, smartphone apps and social media content.
- Design radio promotions and events to drive ratings and create revenue opportunities.
- Hire, train and lead the part-time street team to execute station events and promotions.
- Event lead for I-105's FallFest country music festival (10-12,000 annual attendance), WQXA's RockFest (4,000-6,000 annual attendance), and 96.1 SOX Toys for Tots campaign (85,802 toys + \$161,000 collected in 10 years).
- Design and develop unique digital campaigns to accomplish clients' advertising goals.
- Negotiate radio station community involvement in non-profit events and parades.
- Five-time recipient of Pennsylvania Association of Broadcasters' award for outstanding event.

P/T Promotions Tech. & Board Operator Mar. 2011 - Nov. 2014

- Represented radio stations on remote broadcasts and street team appearances for I-105 WIOV, 96.1 SOX, WARM 103.3 and WSBA 910.
- Board operator for I-105 WIOV and SportsRadio 1240 to produce live sporting events for broadcast and special station programming.

International Minute Press, Reading, PA **Print Production Specialist** Jan. 2014 - Nov. 2014

- Produced high quality printed materials and managed projects from initial design through timely delivery, maintained equipment and managed inventory.
- Services included digital print, wide format print, direct mail processing, cut vinyl, full bindery & finishing operations, and custom laser engraving.

OfficeMax Store 0633, Reading, PA **ImPress Print Center Specialist** Feb. 2012 - Sept. 2013

- Provide customer service and expert solutions on quick-turnaround print projects.

Community Involvement

Mainspring of Ephrata, Ephrata, PA **Christmas in Ephrata - Committee Chairman** May 2018 - Dec. 2023

- Lead a committee to organize Christmas events in Ephrata Borough, including planning the community's annual Tree Lighting & Santa's Arrival event (4,000-6,000 annual attendance), partnering with local businesses, fundraising for Mainspring, and decorating Downtown Ephrata for the holiday season.

Boy Scouts of America, Mohrsville, PA **Volunteer Adult Leader** Oct. 2004 - present **Eagle Scout Youth Rank** Sept. 2004

Contact

✉ ljacoby57@gmail.com

📍 Stevens, PA 17578

🌐 www.leejacoby.me

Education

2005 - 2010
Penn State University
Berks Campus

Bachelor's of Science
Business Administration
Management/Marketing

2002 - 2005
Berks Career & Technology
Leesport, PA

Graphic Imaging/Printing
Technology Program