

Contact

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Top Skills

Marketing Strategy

Entrepreneurship

Sales

Certifications

Bing Ads Accredited Professional

Honors-Awards

Utah's top 25 student entrepreneurs

Utah's top 25 student entrepreneurs

Eagle Scout Award

Jake Bennings

MBA. Entrepreneur. Venture consultant.

Summary

After earning my MBA in 2015 I worked as a volunteer investor liaison at VentureCapital.org mentoring startups on how to find and successfully pitch to VC and angel investors. I bootstrapped a vacation rental business that was ranked two years in a row as one of Utah's best student-founded companies by the Utah Student 25. I started a web-based custom menswear company www.JacobVince.com which I still run while trading stock options and crypto-currencies.

Experience

JacobVince

Founder / CEO

January 2015 - Present (5 years 2 months)

- JacobVince provides custom, hand-made, full-canvas suits.

Clientrade LLC

Founder / CEO

March 2013 - Present (7 years)

Conducted market research & analysis to identify customer desires, commerce trends, market opportunities, and competitor performance then defined product requirements based on research.

Collaborated with developers to design and create multimedia site and marketing materials including digital, print and video. See www.Clientrade.com.

Developed and implemented company-wide marketing strategy and brand identity.

Developed and conducted marketing initiatives, such as paid ads, affiliate programs, email promotions, & social media.

Collected and analyzed sales data, using web traffic metrics such as page visits, transaction size, link popularity, click-through rates, and cost-per click.

Utah Ski Homes LLC

Founder / CEO

July 2011 - August 2015 (4 years 2 months)

Ranked as one of Utah's top 25 student-founded companies in both 2013 and 2014.

Utah Ski Homes owned & managed vacation homes near the Cottonwood Canyons. Sold in 2014.

I started this company for my undergraduate entrepreneurship class project to "start a profitable company within 30 days." I earned more profit than the rest of the class combined and built the company well into the six-figures in less than a year.

Digis

Internet Technician

February 2009 - March 2011 (2 years 2 months)

- Performed installations and programming of Motorola Canopy systems for residential customers.
- Installed required CAT5e wiring and ETHERNET jacks to facilitate new internet connections.
- Established and maintained customer routers, switches and computers for internet functionality.
- Identified and resolved malfunctions in customer antennas, wiring, jacks, routers and computers.

Jebb & Driggin Real Estate

Real Estate Agent

July 2007 - July 2008 (1 year 1 month)

Residential Real Estate Brokerage in Boston's Back Bay.

Education

Utah Valley University

Master of Business Administration (MBA) · (2013 - 2015)

Utah Valley University

Bachelor of Science, Entrepreneurship · (2008 - 2013)