

Jacob Chartrand

Digital Marketing & Content Strategist | 100M+ Organic Views | DTC eCommerce

Denver, CO • jacobchartrandpro@gmail.com • <https://www.linkedin.com/in/jacob-c-chartrand/>

PROFESSIONAL SUMMARY

Digital Marketing & Content Strategist with 6 years of experience growing DTC consumer brands through organic social, paid media, and performance focused creative. Generated 100M+ organic views across TikTok, Instagram, and Facebook, with individual campaigns driving \$15,000+ in attributed sales. Experienced across content strategy, ecommerce growth, analytics, and AI creative workflows.

EXPERIENCE

Social Media Manager & Content Strategist

Jul 2023 – Present

Self-Employed (Contract) — Denver, CO

- Generated 100M+ organic views across TikTok, Instagram, and Facebook while managing content strategy for multiple DTC consumer brands.
- Drove \$15,000+ in attributed sales from a single organic campaign and 10M views in one month (740% growth).
- Scaled brand accounts from near-zero to 25,000+ followers and 1.6M+ likes, with individual videos reaching 3.8M views.
- Partnered with health, beauty, wellness, and consumer brands to shape content direction and keep creative aligned with brand goals.
- Tracked content performance and audience response to identify patterns, adjust creative direction, and improve future campaigns.
- Developed multi-format strategies spanning short-form video, TikTok Photo Mode, TikTok Shop, and AI-assisted content across social platforms.
- Used ChatGPT and Claude for scripting, audience research, and content ideation while tracking performance through platform analytics.

Founder & Marketing Lead

2020 – 2023

Self-Employed — Denver, CO

- Founded and scaled multiple DTC ecommerce brands, including ErgoWrist, reaching \$10,000+ in single-day revenue through organic and paid acquisition.
- Produced a founder-led video that reached 3.4M views and generated \$10,000+ in sales within 48 hours.
- Researched and launched consumer products using market trends, competitive positioning, and customer demand to guide decisions.
- Managed paid acquisition across Meta and TikTok, using creative testing, audience targeting, and ROAS to guide campaign decisions.
- Developed product positioning, landing pages, and creative in-house using CapCut and Canva.
- Built influencer and affiliate partnerships to expand customer acquisition beyond paid and owned channels.

CERTIFICATIONS & EDUCATION

Google Analytics Certification — Google Skillshop | HubSpot Digital Marketing Certification | HubSpot Social Media Certification

High School Diploma — Colorado

SKILLS

Social Media Strategy | Content Strategy | Organic Growth | Creative Strategy | Short-Form Video | TikTok | Instagram | Facebook | TikTok Shop | Influencer Marketing | Brand Strategy

Meta Ads Manager | TikTok Ads Manager | Meta Business Suite | TikTok Analytics | Marketing Analytics | A/B Testing | Performance Reporting

Shopify | Conversion Rate Optimization | Email Marketing | CapCut | Canva | ChatGPT | Claude | AI Content Production