

## ZACHARY JACOBSON

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### EDUCATION:

#### RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

##### Rutgers Business School

Bachelor of Science, Marketing

New Brunswick, NJ

January 2026

- Relevant Coursework: Consumer Behavior, Statistical Methods in Business, Marketing Research, Financial Management, Intro to Advertising, Intro to Marketing, Management Skills, New Product Planning, Digital Marketing

### PROFESSIONAL EXPERIENCE:

#### MacDermid Alpha Electronics Solutions, Piscataway, NJ

May 2025 – August 2025

Marketing Intern

- Conducted competitive market analysis for PFAS-free and copper sinter materials, identifying key differentiators, technical features, marketing claims, and customer value propositions to support product positioning
- Led cross-functional team across R&D, Legal, and MarCom to create marketing collateral for a new product launch, including a white paper, application note, and sales battlecard
- Conducted market research on competitors and industry trends related to PFAS-free die attach materials, and presented the findings to company executives
- Created structured outlines for launch materials and presentations, integrated technical insights and competitive findings to support go-to-market and stakeholder engagement efforts

#### Rutgers Formula Racing Formula SAE, Piscataway, NJ

Jun 2023 – May 2025

Marketing Lead

- Directed a 5-member marketing team to implement social media initiatives across team social platforms (Instagram, LinkedIn, TikTok) and team website
- Coordinated and executed deliverables for over 35 team sponsors, such as logo placements, announcements, and signage, at team events and online platforms
- Led a group of 4 team members to design and manufacture a vinyl livery (visual appearance) for the team's vehicle using graphic design software and tools
- Taught new students how to complete and excel at marketing assignments such as communication, networking, graphic design, and video productions

#### Zimmerli Art Museum, New Brunswick, NJ

Jun 2023 – May 2025

Gallery Attendant

- Provided customer service for 100-200 museum visitors every day, answered questions and guided guests to exhibitions of interest
- Conducted cash transactions, merchandise sales, and memberships at museum's front desk
- Handled incoming and outgoing phone calls, provided information, took messages, and transferred calls to over 40 staff members as needed

### SKILLS:

- Skills: Microsoft Office Suite, Adobe Premiere Pro, Photoshop, Lightroom, Canva, Wix, Squarespace, Social Media Management, Customer Service, Phone Operations, Market Research, SEO, Marketing Collateral Development
- Activities: Rutgers Association of Marketing and Strategy, NJ State Certified Soccer Referee, Digital and Film Photography, Reading