

Jeremy Zerbe

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KEY SKILLS

Adobe Creative Suite

- Photoshop, Illustrator, Audition

Video Creation

- Premier Pro, iMovie, & Canva
- Drone piloting

Digital Marketing

- Search engine marketing and optimization
- eMail, social media, and display advertising
- Analytics insights
- Google Sheets & Excel algorithms, graphs, & design

Website Design

- Search engine optimization
- Typography & graphic design
- Keyword & content writing

Audio Technology

- Audio recording & mixing
- Orchestration, score formatting
- ProTools, LogicPro, & Finale

Research

- Digital Banner Blindness
- Boudreau Pipeline Target Clients & Digital Footprint
- Marine Conservation Institute Audience Segmentation
- Boosting organic Facebook reach
- Marketing strategies for small businesses

Media Law

- Advertising law
- 1st Amendment Case Law
- Music copyright law

EDUCATION

Pepperdine University | BA in Advertising & Composition

AUGUST 2017 - MAY 2021

- 3.431 Cumulative GPA,
- 3.715 Advertising GPA,
- 3.405 Music GPA.

Varna Bulgaria Workshop | TV, Video Game, & Film Music

JUNE 2018 - JULY 2018

- Composed & recorded 2 30-piece orchestral sketches with the studio orchestra.
- Developed copyright law & formatting skills.

EXPERIENCE

Campus Fine Arts Office | Analytics Consultant

MARCH 2021 - PRESENT

- Strategized methods to boost social media and podcast engagement.
- Researched 2 target audiences, and the media used to reach them.
- Designed and authored a data visualization & insights document & presented to staff.
- Created marketing videos for the company social media.

Boudreau Pipeline | Marketing Intern

JUNE 2020 - AUGUST 2020

- Persuaded CEO and the head of the Marketing Department to run campaigns on Google My Business to enhance website SEO.
- Researched target audience and top clients.
- Distributed company survey.

Real Property Management Integrity | Digital Marketer

MAY 2020 - AUGUST 2020

- Launched a video campaign for TIGAR Board of Realtors election on LinkedIn, Facebook, and Instagram.
- Built relationships with clients during COVID-19 pandemic on social media.
- Created 4 video broadcasts to educate about COVID-19 real estate laws and trends.
- Designed virtual tour marketing videos.

Centered on the Arts Podcast | Podcast Composer

AUGUST 2020 - PRESENT

- Created ~5 interludes, 2 background tracks, and an opening/closing per episode.
- Developed a musical theme to promote the company brand.

EXPERIENCE (continued)

Pepperdine Theatre | Composer & Music Designer

NOVEMBER 2020 - PRESENT

- Created new music works for the university production.
- Designed vocal, dance, underscore, and instrumental tracks.
- Innovated new combinations of cross-genre music.

Hole in the Wall Restaurant | Marketing Advisor

SEPTEMBER 2019 - NOVEMBER 2019

- Integrated and researched marketing strategy for small businesses.
- Synthesized local market trends into a research advising report.

Pepperdine Graphic Media Podcast | Music Producer

NOVEMBER 2019 - MAY 2020

- Synthesized ~7 songs weekly for the podcast underscore.
- Composed the theme song to engage with the student audience.

String Quartet Premier | Event Planner & Composer

SEPTEMBER 2019 - NOVEMBER 2019

- Collaborated with the Escalera Quartet for a student-led event.
- Designed promotional material (posters / social media) & booked concert venue.
- Managed rehearsals and networked with musicians.
- Premiered original work, *String Quartet no. 1*.

Weisman Museum of Art | Museum Attendant

FEBRUARY 2017 - PRESENT

- Educated visiting school groups about the rotating art gallery.
- Performed customer service activities (transactions, record keeping, clerical duties).

DIGITAL PORTFOLIO:

- [Marketing Portfolio](#)

CLUBS

Pepperdine Pickups

SEPTEMBER 2017 - MAY 2020

- Directed 13 group members in ~4 concerts a semester.
- Taught music to singers and efficiently managed rehearsal time.

Marine Conservation Inst.

AUGUST 2020 - NOVEMBER 2020

- Graphic designer
- Campaign & media budget planner
- Advocate for environmental protection using digital advertising.

Google Digital Garage

OCTOBER 2020 - NOVEMBER 2020

- Online Fundamentals of Digital Marketing certification

Collegium Music

JANUARY 2020 - APRIL 2020

- Keyboard player & electronic music technician
- Composer

Crossroads

JANUARY 2019 - APRIL 2019

- LGBTQ+ club member

Breaking Sound

JANUARY 2020

- Singer Songwriter, Keyboardist, & Composer

Instrument Proficiency

- Piano for 13 years
- Cello (for recording projects)
- Percussion (Pit Orchestra)

UATS Film Festival

SEPTEMBER 2017 - APRIL 2018

- Hired as a contract composer
- Collaborated with ~10 musicians
- Presented work at film festival.