

Jack Vicari

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EDUCATION

Loyola Marymount University (current)

Los Angeles, CA

- **Relevant Coursework:** Fundamentals of Finance, International Business, Valuation & Financial Statement Analysis
- **Research/Client Projects:** LoraWine U.S. Market Entry (International Business), Company Valuation - Boeing

Sacramento City College (2023-2025)

Sacramento, CA

WORK EXPERIENCE

Beyond

San Francisco, CA

Growth Marketing Intern

May. 2025 - Present

- **Brand Momentum:** Grew combined monthly engagements by 75% from January to April 2026, compounding content quality and audience growth over time.
- **Link-Click & Engagement Performance:** Turned LinkedIn into a consistent traffic driver averaging 77 link clicks per post, while driving a 4.48% Instagram engagement rate and 11.35% LinkedIn engagement rate both well above industry benchmarks of ~1-2%.
- **Cross Platform Strategy:** Executed a dual-platform organic social strategy tailored to distinct audience behaviors, driving saves and reach on Instagram (4.48% ER) while converting LinkedIn audiences into site traffic (12,685 link clicks, 11.35% ER).
- **Accelerated Social Volume:** Managed organic social strategy across Instagram and LinkedIn, publishing 260+ posts in under 5 months and generating 102K+ combined organic impressions.

Crawford & Associates, Inc.

Sacramento, CA

Admin Assistant

Dec. 2024 - April 2025

- **Financial Data & Operations:** Analyzed financial spreadsheets for accuracy across company platforms and partnered with admin teams to keep data up-to-date for day-to-day accounting.

Taylor's Market

Sacramento, CA

Grocery Clerk

Nov. 2023 - February 2025

- **Customer Service:** Delivered strong customer service and resolved complaints in a fast-paced retail environment while collaborating with team members to maintain smooth daily operations.

LEADERSHIP EXPERIENCE & ACTIVITIES

Volunteer Children's Sports Coach

Sacramento, CA

Various Youth Sports (HS Varsity Water Polo, Youth Church Basketball League)

- **Leadership:** Empowered multiple youth sports teams by fostering a positive and inclusive environment. Developed strong leadership skills by guiding team members to improve performance
- **Mentorship:** Acted as a mentor and role model for youth, providing guidelines and support, highlighting abilities to mentor and train others

SKILLS & INTERESTS

Computer Skills: Efficient in Google/Adobe/Microsoft Programs, Online Research Skills, Excel Certified

Interests: 4x4 Vehicle Enthusiast, Outdoor Life, Music

REFERENCES

Caitlin Cassady – VP of Marketing, Beyond, (email)

Thom Crowe – Director of Growth Marketing, Beyond, (email)

Lesli Hunter – CFO, Crawford & Associates, (email)

