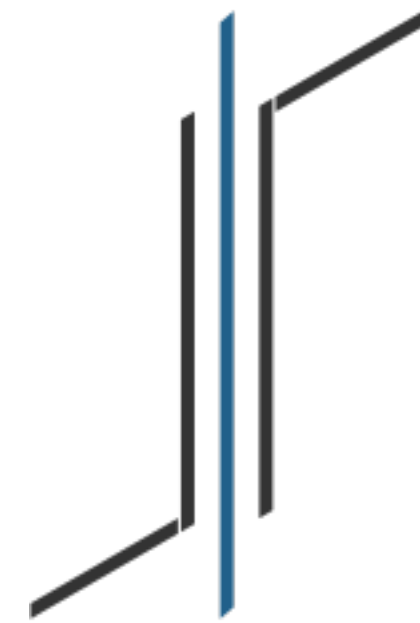




Jake Faulstich
STRATEGIST | PRODUCER



Jake Faulstich will help you be better at digital everything. He has the skill to understand your business, customer, and market, then build value; by focusing on the story that connects them all.

Jake is based in San Luis Obispo, California. He works with local and international businesses from small independent shops to Fortune 500 companies.

Business

BUILD SOMETHING THAT MATTERS

With years of experience working in the trenches building businesses; Jake knows what it takes to build an organization. His unique, inventive style will generate new revenues while strengthening the building blocks of your finance, brand culture, and customer service.

- Business Development
- Brand Management
- Operations Strategy

Marketing

TELL STORIES THAT INSPIRE

Jake knows that people want to believe in something; that what you have to offer will make their lives better. When focusing on the product/brand story and how it enhances the life of the consumer, Jake creates thoughtful strategies for reaching your consumer base.

- Marketing Strategy
- Website Design
- Content Management

Management

LEAD FROM THE FRONT

As a producer, Jake has the highest regard for the integrity of the work, the spirit of the team, and the project mission. Jake's calm demeanor instills confidence in his team and his clients. He is unnaturally in love with office supplies, daily scrum meetings, and believes dogs are great for team morale.

- Project Management
- Organizational Leadership
- Product Management

"Jake was a highly organized and forward-thinking project manager on dozens of Fortune 500 accounts for our agency for years. He brought fresh ideas and strategy along with a friendly easy-going approach to his client solutions. Jake was always on the lookout for the next big idea and was a reliable and trusted source of inspiration."

– Joey Leslie | President, Matchfire (StudioGood)

"Jake brought a unique and strategic approach to the organization, helping us focus on not only website functionality but how our content will emotionally engage site visitors in our mission. Jake brought innovative ideas to our company while helping us centralize our locations; representing a more uniformed organization. He was passionate about helping our organization meet our needs and create new user experiences. "

–Jamie Girouard | President, CANTER USA

Client Prerequisites

Jake works with organizations that are—or are willing to be:

DESIGN-FOCUSED

Focused on the details that make a product or service beautiful and easy to use

AVANTE GARDE

Unafraid to defy convention and be unique to create a better product or service

HONORABLE

Clearly communicates the truths of purchasing and using the product or service

CAUSE-MINDED

Creates products or services that share a benefit with the larger community

Fee Structure

PERFORMANCE/EQUITY BASED

Since Jake is mainly focused on growing businesses, his primary fee structure is based on results either in a percentage of a growth target or as a stake of equity.

Additional Fee Structures:

- Fixed fee per project
- Ongoing monthly retainer
- Hourly rate

Work

GOOD WORK MAKES A DIFFERENCE

Website Architecture

CANTER USA

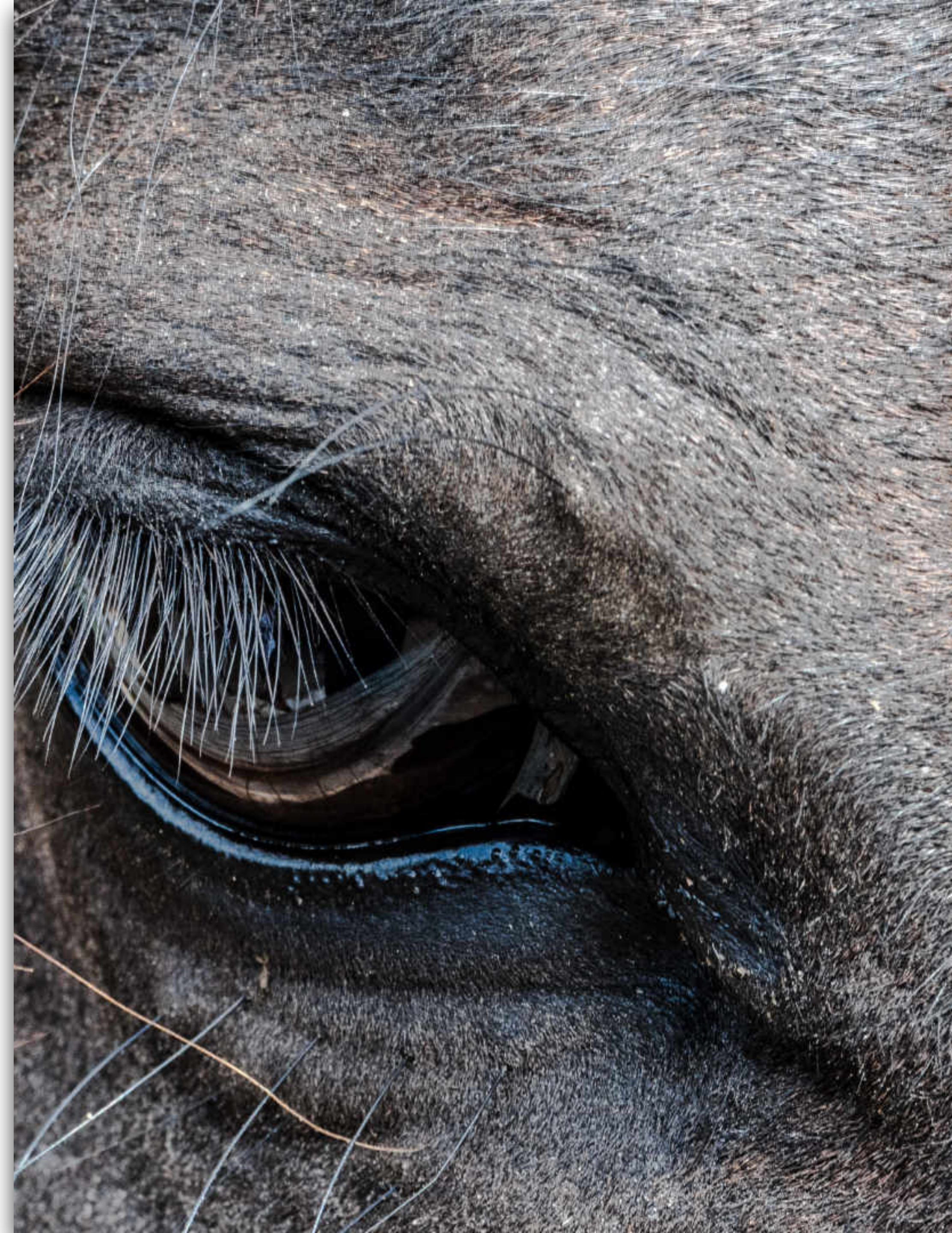
CANTER USA
CLIENT

/
AGENCY

2017
YEAR

In 2015 with Wander West, I lead the rebuild of their website in order to meet the needs of the modern consumer by employing a more friendly UX, searchable horse listings, and responsive design. In 2017, I lead the charge to create a new release of the site that maintains the grander architecture of the 2015 site but reinvents the user experience with fewer pages, simpler navigation, and a more elegant design.

[READ MORE](#)



Project Management

MARKETING | SAMSUNG USA

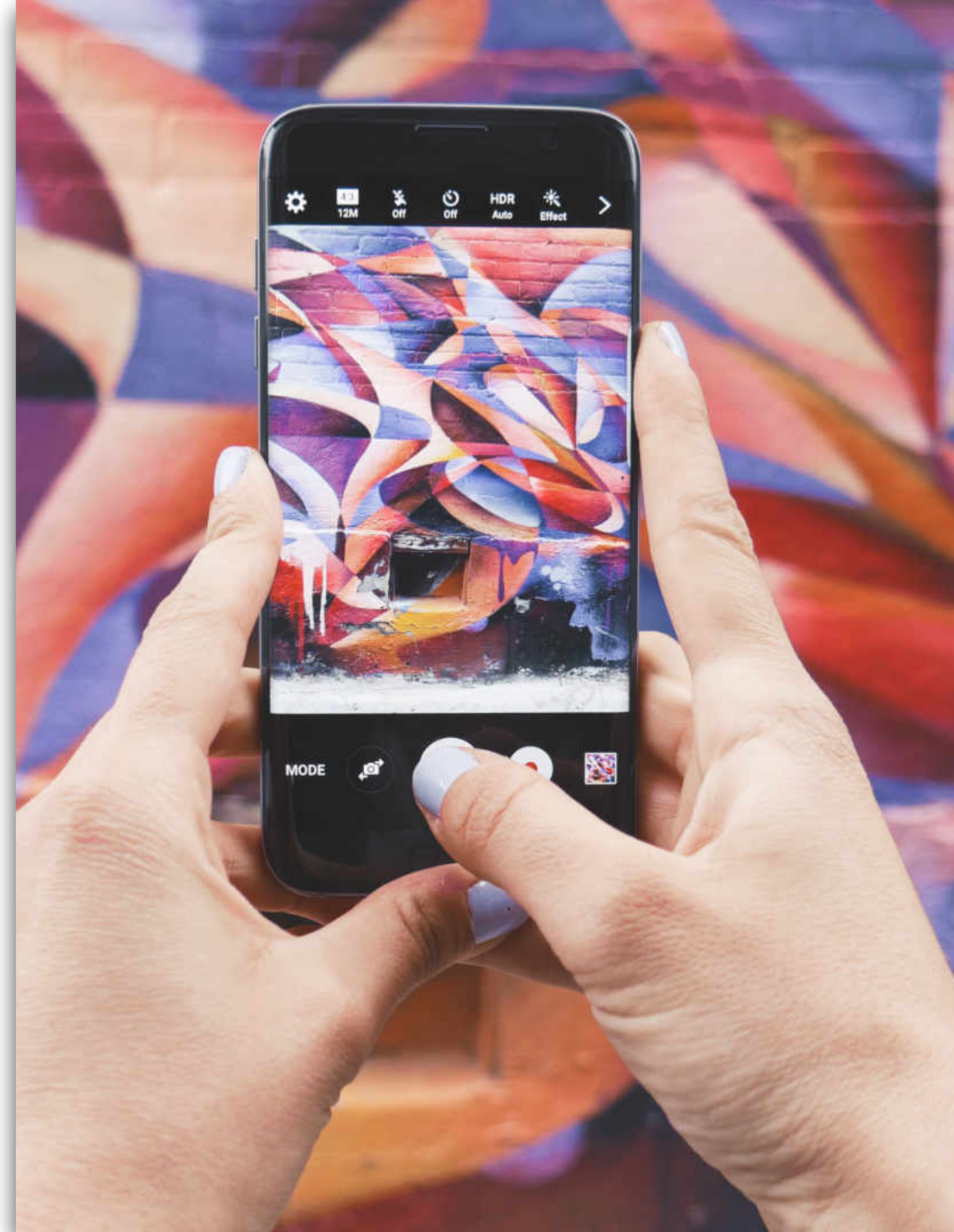
Samsung USA
CLIENT

SapientRazorfish
AGENCY

2018
YEAR

My team and I at Rosetta let digital creative and execution for Samsung promotional marketing through SamsungPromotions.com. We showcased new product offerings through custom 3D-rendered artwork and mobile-first design while managing the larger full 4-agency team.

[READ MORE](#)



Project Management

RETAIL DESIGN | SAMSUNG USA

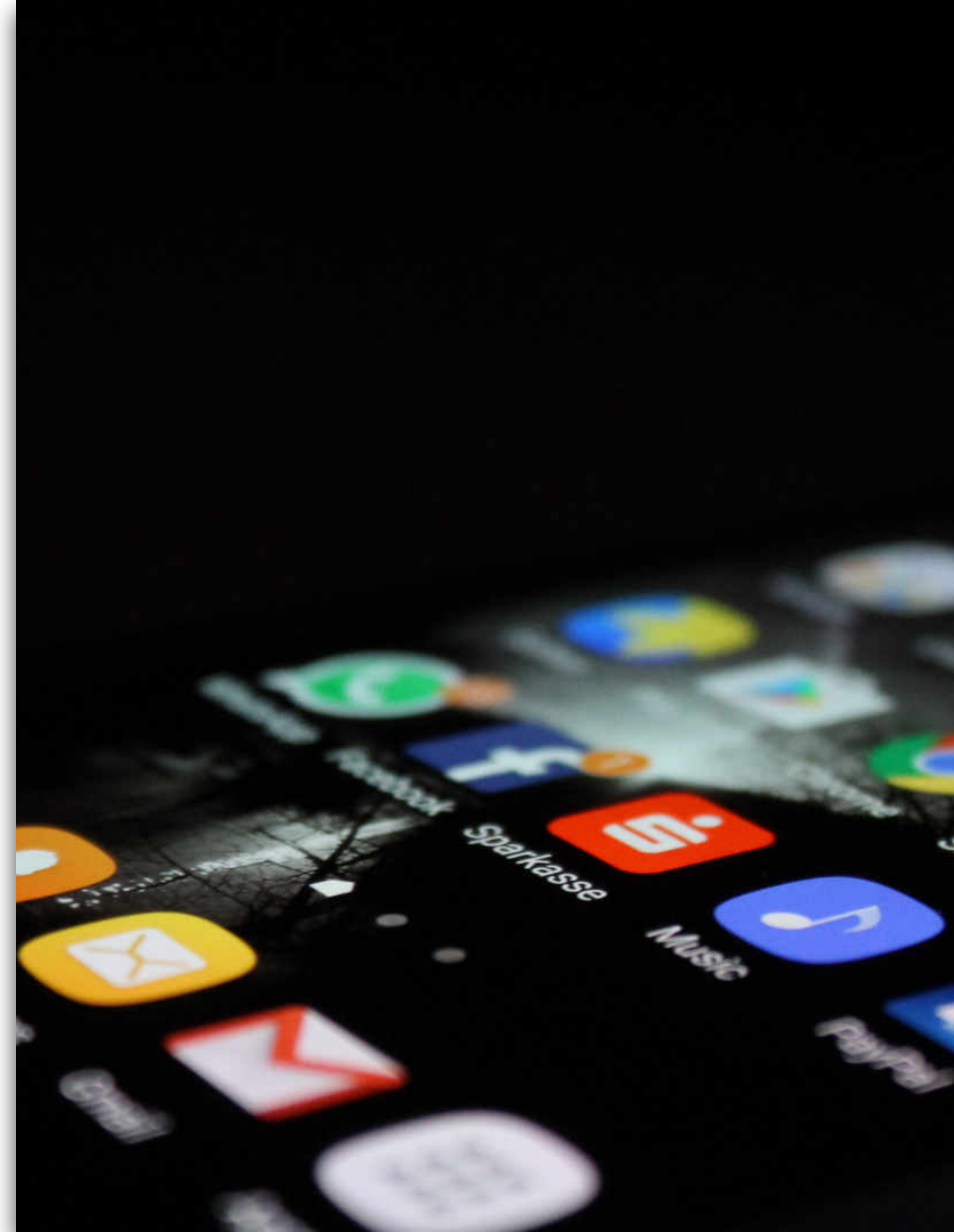
Samsung USA
CLIENT

SapientRazorfish
AGENCY

2016
YEAR

To showcase the capabilities of new Samsung devices, I lead project teams at Rosetta (Sapient Razorfish) to create interactive video-based 'Retail Mode' displays to play on devices in stores around the country.

[READ MORE](#)



Social Media Strategy

IQMS ERP SOFTWARE

IQMS ERP
CLIENT

Wander West
AGENCY

2015
YEAR

Through an in-depth analysis of the market, competition, experts, and customers, my agency Wander West created a bespoke strategy that allowed IQMS, a leader in creating ERP software for manufacturers, to connect with their industry through social media channels. We then worked directly with their marketing team to implement this strategy across their social media outlets with custom content and useful analytics.

[READ MORE](#)



Social Media Strategy

EQUINOX FITNESS

Equinox
CLIENT

Studiogood
AGENCY

2013
YEAR

Leading the creative and strategy teams at StudioGood, we helped Equinox Fitness optimize their social business by creating strategies and tools social media use that ensured brand consistency while providing freedom for staffers to build their own social followings. We powered this strategy by creating a social media command center at their NYC HQ that integrated software and hardware to create an informative display of real time interactions for split-second customer service and fan engagement.

[READ MORE](#)



Social Media Strategy

ELECTROLUX GLOBAL

Electrolux
CLIENT

Studiogood
AGENCY

2013
YEAR

Working with the social media team at StudioGood, I helped to create social media strategy for Electrolux Global, based in Stockholm, Sweden, for it's EMEA brands Electrolux and AEG. This scalable social media strategy allowed the company to keep brand consistency while enabling fan conversation about local and global culture.

[READ MORE](#)



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STRATEGIST | PRODUCER

www.jakefaul.com