

# Jackson Weimer

Brooklyn, NY | jacksonweimer@gmail.com | jacksonweimer.com | @hugeplateofketchup8

## EDUCATION

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### University of Delaware '20

Bachelor of Arts/Sciences

Major: Communications, Minor: Advertising

GPA: 3.5

Favorite Meme: Shaq at the drive-through

## EXPERIENCE

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### Literally Media

*eBaum's World Writer/Streamer/Social Manager/Video Editor*

New York, NY  
March 2020-Present

- Compiling and creating 25-30 comedy feature pieces weekly for the eBaum's World home page, setting new company-record yearly traffic levels with an average of 1M unique daily visits.
- Publishing SEO articles that achieve #1 Google search result ranking for popular trending meme terms such as, "It's the.. for me?", "Bernie Sitting Meme", "Yankee with No Brim?", "Never seen 2 pretty best friends", "Da Vinky" and "Only at Miller Grove".
- Managing @ebaumsworld (225k) on Instagram, gaining 1-2k followers monthly and increasing engagement rate by 34% total since hire.
- Created a NCAA Basketball 2010 (Xbox 360) "Corona Madness" Twitch livestream that averaged 4,500 viewers for 6 straight 7 hour days in my first 5 days as an employee.
- Garnered featured pieces about "Corona Madness" in press such as the Washington Post, PBS, ESPN Radio, WIP 94.1, SB Nation, Fox29, and OZY.

### Meme Insider

*Senior Creative Writer/Social Media Manager*

New York, NY  
March 2018-Present

- Published meme related articles in 10+ magazine issues each generating 500k-1M views. 2 articles were selected as cover stories.
- Conducted interviews with online personalities including VoiceOverPete, Bearboob, Dolan Dark, Gene Park, Taylor Lorenz, Gallowboob, Emperor Lemon, LargeTrap, Grandayy, and Internet Historian.
- Grew company Instagram page from 5k to 50k followers in 4 months with meme analysis posts.
- Commissioned by @Instagram for a 40-page "10th Anniversary of Instagram" Meme Insider issue, which included 2 original pieces of my writing and an interview I conducted with 30 original and popular Instagram meme accounts.
- Personally quoted in publications such as The Washington Post, The Atlantic, Vox, and The Ringer for internet culture and meme expertise.

### SVRF, Inc.

*Growth Marketing Associate*

New York, NY  
January 2019-February 2020

- Designed meme derived Snapchat filters, some of which saw over 5M views and 1M+ unique users.
- Successfully rebranded company Instagram page with 9 created instructional videos to promote new iPhone app launch.
- Worked directly with the CEO and 3D design team to create filters and social content for clients such as Nicki Minaj, Katy Perry, 2chainz, Chad Stahelski, Miranda Cosgrove, Lil Miquela, Cardi B, and Rebecca Minkoff.
- Created and edited social media video content which included hiring TikTok models and writing cast call lists on Backstage.

### University of Delaware Athletics Media

*Senior Photo/Video Intern*

Newark, DE  
March 2019—December 2019

- Shot and edited video/photo of 5 D1 sports for 4 University social media channels. Taught myself the Adobe Suite and later got the top class grade in a sports photo/video production class.
- Managed instant replay and camera direction for the fall men's/women's basketball and soccer season.
- Spent over 150 hours shooting with a DSLR, creating new social content daily. Experienced with Sony FS7, NEX-6, and Canon 7D cameras.

### The Cavaliers Drum and Bugle Corps

*Social Media/Photography Manager*

Rosemont, IL  
June 2019-August 2019

- Toured with drum corps from June-August by bus, photographing shows and rehearsals in addition to taking point on all social media content released on verified channels with over 100k followers.
- Memes created on Twitter were consistently the highest engaging content across all of Drum Corps International social media.

### Kapwing.com

*Growth Marketing Intern*

San Francisco, CA (Remote)  
December 2018-February 2019

- Constructed 30 meme formats for the Meme Generator section of Kapwing.com, some of which have had over 20,000 uses.
- Worked with 15 Instagram meme account influencers to advertise and promote products. Increased premium subscriptions by 40%.
- Managed Facebook posting, increasing page likes by 200 in one month with on brand meme creation.

## MEME ACCOUNT

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- My original IG meme page, @hugeplateofketchup8, has 86k followers with a 15.5% engagement rate. Obtained over 5.3M likes over 439 memes created in 2020 alone with 66k as the most likes on one post.
- Currently working directly with Instagram's security staff to eliminate the problem of IG meme pages posting scam and porn ads.