

Jake Riddell

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Summary of Qualifications

- Product marketing and growth marketer experienced in analytics-led campaigns, generating 120,000+ social views and 3,700+ ICP website visits while increasing traffic to a key “Get Demo” page by 3.4x
- Proven student leader as President of GBDA Society, driving 100,000+ social views, raising \$5,000+ in funding, and creating opportunities for 500+ peers through campus-wide initiatives
- Versatile digital creator with skills in UX design, market analysis, brand and social media strategy, and graphic design.

Experience

Product Marketing and Growth

Socialpruf. | Solidstack | <https://socialpruf.com/>

September 2025 – December 2025

- Led analytic-driven marketing strategies that generated 120,000 views across social platforms.
- Drove organic social media growth that created 3700+ website views from our Ideal Customer Profile.
- Created a blog that had 1200+ views and a 19% bounce rate in four months.
- Optimized website UX and design to create a 3.4x increase in traffic to our “Get Demo” page.
- Ran an athlete seeding program for Cuts Clothing with 40 collegiate athletes that amplified the brand to 250,000 followers.

President

September 2024 – August 2025

Global Business and Digital Arts Society (GBDA) | [@gbdasoc](https://www.instagram.com/gbdasoc)

- Coordinated a social media strategy that resulted in over 100,000 combined views.
- Raised over \$5000 in funding to provide opportunities to over 500 peers
- Rolled out a society wide redesign through all our social media and physical channels.
- Worked with industry professionals and the University of Waterloo organizations to mentor students.

uXperience Design Jam Winner

October 2024 – January 2025

Rogers, Sun Life

- Competed against 200 students with diverse teams to win the 2025 and 2024 uXperience Design Jam.
- Pitched to 10 Judges from Rogers and Sun Life to successfully communicate our product value.
- Integrated Rogers technology and created a brand strategy for a Rogers Beyond the Seat Figma prototype.
- Created and prototyped a financial literacy and education tool for Sun Life, tailored to specific user goals.

Coach

Rail Yard Wake Park, The Ranch Wake Park

May 2021 – September 2024

- Successfully coached hundreds of athletes in wakeboarding and developed skills with professional riders.
- Managed customer scheduling with a turnaround time of less than 15 minutes.
- Built relationships with a diverse range of customers to create a returning clientele.

Education

University of Waterloo

December 2027

Bachelor of Global Business and Digital Arts | Economics Minor

Skills

Programs: Microsoft Excel, Adobe Suite, Figma, WordPress, Framer, HTML/CSS, JavaScript, Canva, CapCut.