





JAKE NEELEY

I am a leader who excels with people—quickly connecting, empowering, inspiring, and gathering under a collective vision. I'm the go-to for social impact, brand-building, and partner development strategies.

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 Northern Utah

SKILLS

- Social capital creation
- Leadership & management
 - Empowerment & enablement
 - Inspiration & vision
- Social impact strategy, development, & measurement
- Brand development & strategy
- Partnership development, analysis, strategy, design

EDUCATION

BACHELOR OF SCIENCE, PUBLIC RELATIONS & MANAGEMENT

Utah State University

2005 - 2009

SELECT AWARDS

40 under 40, Utah Business // Campaign of the Year, American Marketing Assoc. // PR Student of the Year, USU // Undergrad Scholar, USU

RECENT WORK EXPERIENCE

EXECUTIVE DIRECTOR

Malouf Foundation

2020 - 2025

- Full management over strategic program development and evaluation, marketing and communications, and donor engagement
- Launched five new embedded orgs and lead M&A activity; chiefly with the Elizabeth Smart Foundation
- Founding ED; lead from \$0 budget to more than \$2MM

MARKETING & COMMUNICATIONS DIRECTOR

Malouf Companies

2014 - 2020

- Malouf brand oversight and implementation including physical, and digital marketing strategy
- Moved Malouf from a quiet voice to an industry thought leader contributing triple-digit YOY growth
- Wore many hats from copywriting to networking, and public speaking to digital marketing management

CONTENT & SOCIAL MARKETING MANAGER

UK2 Group

2011 - 2014

- Oversaw digital marketing strategy including content planning, implementation, evaluation, and adaptation
- Grew and launched 10+ content platforms utilized in thought leadership for strengthened valuations
- Highly recognized with four promotions in four years