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Dear reader,

In March of 2018, I was kicked out of my PhD program. I failed my comprehensive exam for the second time. My graduate studies, which I had been working on for the last five years, were about to end abruptly.

While I was devastated, I wasn't surprised. I knew I was a mediocre graduate student but couldn't figure out why. I *loved* science, but that wasn't enough. Looking back, there are three reasons I was stuck:

1. I was depressed
2. I was lousy at laboratory work
3. I had become addicted to creating internet content and spent my time blogging and podcasting rather than doing the lab work I was lousy at.

My supervisors mercifully allowed me to shift into a master's degree, which I completed, but I still struggled to find my footing after graduation. I didn't have a future in academia, and while I enjoyed writing and science, I couldn't figure out how to turn it into a sustainable career.

In November 2020, I received a call from a recruiter asking if I would be open to applying for a marketing communications position. I had not considered the field, but it sounded interesting, and the pay was better than what I was making, so I went for it.

When I started the job, I became obsessed with marketing almost immediately. My evenings and weekends became filled with side projects, freelance work, and self-education. I began to vacuum up books, podcasts, and webinars on communication, psychology, and business strategy. My wife told me I had to stop talking about billboards we see on the highway.

Why am I telling you this? Simply put, getting into marketing is one of the best things that has ever happened to me. It changed my life. I bring a level of curiosity, professionalism, and grit to my work that only comes from someone who feels lucky for every opportunity he is offered.

If you are looking to collaborate with someone who is deeply passionate about marketing, science, and business, please get in touch with me. I also offer B-level dad jokes and have some takes about highway billboards I am sitting on if you are interested in either of those.

Best regards,

Jesse

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## CAREER SUMMARY:

A scientist turned marketer with a passion for business strategy, content, and excellence.

- Expertise in biochemistry, chemical engineering, green chemistry, software, and pharmaceutical development.
- Has created written, video, and audio content on the internet since 2016 on a range of topics.
- Eager to bring cutting-edge marketing effectiveness insights into science-focused organizations.

## CORE SKILLS

B2B Marketing \* Search Engine Optimization \* Digital Marketing \* Content Strategy \* Social Media \* Thought Leadership \* Scientific Writing \* Chemical Engineering \* Biotechnology \* Chemistry \* Event Planning

## PROFESSIONAL EXPERIENCE

### **Jan 2023 – Present | Digital Marketing Coordinator | ACD/Labs (Advanced Chemistry Development)**

Expanded and improved digital marketing efforts at a chemical software company.

- Used Looker Studio, Google Analytics, and Google Ads to analyze and increase organic and paid traffic.
- Oversaw a five-fold increase in YouTube subscriptions and three-fold increase in blog traffic.
- Updated email marketing strategy to radically increase sign-ups and improve lead nurturing.
- Improved marketing team effectiveness through trainings, strategy exercises, and internal communications.
- Maintained responsibilities of Marketing Communications Specialist (see below).

### **Jan 2021 – Dec 2022 | Marketing Communications Specialist | ACD/Labs (Advanced Chemistry Development)**

Member of a marketing team for a company that specializes in chemical software. Product focuses include:

- Luminata, an enterprise decision support tool for pharmaceutical development.
- ChemSketch, a chemical drawing package with over two million downloads.
- ACD/Name, the most accurate chemical nomenclature software available.
- Created content such as blogs, white papers, case studies, eBooks, and webinars.
- Member of a team that modernized, redesigned, and updated the company website.
- Collaborated with subject matter experts to write an academic article on metabolite identification software.
- Hosted and organized in-person and virtual events. Includes executing a multichannel promotional plan.

### **Jan 2020 – Present | Freelance Writer**

Create consumer tech, health and wellness, environmental health and safety, food science, and fashion content for a variety of brands, publications, and individuals.

- Wrote eBooks for C&EN BrandLab, an in-house agency that is part of the American Chemical Society.
- Created a mix of search engine optimization (SEO) and lead generation content.
- Hired freelance assistants and web design agency to support a range of projects.

### **Sept 2019 – Jan 2021 | Billing & Logistics Specialist | Precision Services**

Managed operations, logistics, proposals, and invoicing as part of an administration team

- Developed custom Excel spreadsheets to manage project billing and ensure complete and timely payment.
- Designed a reporting system to track activity of a decentralized construction team spread across southern US.
- Authored proposals and bids for potential projects based on estimated equipment, material, and labor costs.
- Provided project management support by utilizing field reports, Gantt charts and Excel to track labor, supplies, equipment, and project completion.

## EDUCATION AND ACADEMIC RESEARCH PROJECTS

### 2015 – 2019 | Master of Chemistry (MSc) | Queen's University, Kingston, Ontario

- Studied the production of biojet fuel from algae via production of hydroxymethylfurfural (HMF).
- Used high pressure reaction vessels to transform biomatter into a fuel precursor.
- Developed high-performance liquid chromatography (HPLC) analytical methods.
- Authored comprehensive review article on algae lipid extraction.

### 2013-2015 | Master of Chemical Engineering (MAsc) | Queen's University, Kingston, Ontario

- Studied the growth of bacteria and yeast in the presence of short chain polymers to assist in bioreactor design.
- Developed high-performance liquid chromatography (HPLC) methods to assess log P of short chain polymers.
- Grew a range of yeast and bacterial cultures.

### 2007-2011 | BSc, Biochemistry (Honors) | University of Waterloo

## ADDITIONAL SKILLS, TRAINING, AND EXPERIENCE (SELECTED)

### TOOLS & TECH

- Google Tools (Analytics, Ads, Search Console, Documents, Sheets, and Forms)
- Adobe (Premiere Pro, Photoshop, Audition, After Effects, and Acrobat)
- Email Marketing (Mailerlite and SalesFusion)
- Project Management (Monday, Jira, Trello, Microsoft Project, and Jotform)
- Video & Live Event Platforms (YouTube, GoTo Webinar, and Twitch)

### COURSES COMPLETED

- Content Marketing, HubSpot Academy (Completed May 2022)
- Fundamentals of Digital Marketing, Google (Completed April 2022)
- The Art of Being Found: SEO for (Non-Techie) Marketers, MarketingProfs (Completed March 2022)
- LinkedIn Marketing Solutions Fundamentals (Completed Oct 2021)
- Marketing Strategy: Finding a Sustainable, Differential Advantage, MarketingProfs (Completed Aug 2021)

### ACADEMIC PUBLICATIONS

- *Impact of established and emerging software tools on the metabolite identification landscape*, *Frontiers in Toxicology*, May 2022. [Link](#).
- *Conversion of lignin pyrolysis oil to cyclohexyl methyl ethers as a promising biomass-derived solvent*, *Green Chemistry*, March 2021. [Link](#).
- *Sodium Methyl Carbonate as an Effective Cl Synthon. Synthesis of Carboxylic Acids, Benzophenones, and Unsymmetrical Ketones*, *Organic Letters*, May 2019. [Link](#).
- *Advances in 5-(Hydroxymethyl) Furfural Production from Cellulose via CO<sub>2</sub>-Catalysis*, *Queen's University*, Feb 2019. [Link](#).
- *Advances in Microalgal Lipid Extraction for Biofuel Production: A Review*, *BioFPR*, Jan 2018. [Link](#).

### PRESENTATIONS

- *Finding Science Stories that Audiences Can't Resist*, *Content Marketing World*, Sept 2023
- *Consolidating drug development data within a pharmaceutical laboratory*, *ACS*, Aug 2023
- *Implementation of software to bridge data management gaps*, *ACS*, Aug 2023

WORK SAMPLES AVAILABLE [ON WEBSITE](#)

REFERENCES AVAILABLE UPON REQUEST