

# Jace McGowan

(615) 815-6381 | <https://www.linkedin.com/in/jace-mcgowan-343539241/> | [jacemcgowan08@gmail.com](mailto:jacemcgowan08@gmail.com)

## PROFESSIONAL PROFILE

Experienced in strategic communication, customer engagement, and event coordination, with a focus on achieving results and building strong client relationships. Skilled in creating uniquely effective solutions and managing events smoothly, while networking abilities have helped form valuable partnerships. Leadership involves proactive problem-solving and guiding teams to deliver successful outcomes that meet organizational goals.

## SKILLS

Strategic Communication | Event Coordination | Creative Problem-Solving | Relationship Building | Team Leadership

## EDUCATION

**Bachelor of Arts, Western Kentucky University, May 2025**

Major Advertising; Minor Sales; UX Certificate

GPA: 3.72

President's List Recipient (x3)

Dean's List Recipient (x5)

## PROFESSIONAL EXPERIENCE

Wealth Advantage (Franklin, KY)

**Director of Public Relations and Events July 2024 - Present.**

- Identify and book event spaces and conferences, ensuring opportunities to reach and engage the target audience.
- Organize and manage logistics, ensuring seamless execution and a positive experience for attendees.
- Coordinate with marketing and design to ensure all communications and materials are aligned with Wealth Advantage's mission.
- Successfully connected the company with WKU IFC and community event spaces to host a 6-week seminar course.

Imagewest (Bowling Green, KY)

**Advertising Account Executive Jan 2025 - May 2025.**

- Led development of a Gen Z-focused AT&T campaign promoting connection and mental health.
- Coordinated with creative and media teams to execute experiential and traditional activations.
- Supported copywriting, research, and concept development for the campaign's big idea.

## LEADERSHIP, CAMPUS, & COMMUNITY INVOLVEMENT

Pi Kappa Alpha Zeta Epsilon Chapter

**Public Relations Chairman Nov 2021 - Present.**

- Curate content for Instagram, including posts, stories, and highlights that showcase events, achievements, and fraternity values.
- Track social media metrics and analyze performance to optimize future posts and campaigns.
- Coordinate with university officials and alumni to strengthen relations and ensure alignment with institutional values.
- Serve as the primary point of contact for media inquiries and manage media relations to ensure accurate and favorable coverage.
- 167,952 impressions (+186%), 24,187 profiles visited (+368% in Non-followers), and +4.9% increase in follower count in 90 days.

**Social Chairman Aug 2022 - Dec 2023.**

- Oversaw the planning and execution of social events, ensuring all aspects are meticulously organized to meet fraternity objectives.
- Developed marketing strategies to effectively promote events and maximize engagement among members and attendees.
- Designed comprehensive health and safety plans to ensure the well-being of all participants and comply with regulations.
- Strategically delegated responsibilities to ensure smooth execution and address potential challenges proactively.
- Demonstrated the ability to think quickly and effectively to address any unexpected issues or changes during events.
- Commendations from students, alumni, and IFC faculty for exceptional organizational abilities and successful event management.
- Received Chairman of The Year award in 2023.

WKU Esports

**Player (Top 0.1% Globally) Aug 2021 - Aug 2024.**

- Developed and adapted strategies in response to changing game conditions and opponent tactics.
- Proficiency in analyzing gameplay data and opponent strategies to make informed decisions.
- Ability to maintain high levels of concentration and focus during intense and prolonged gaming sessions.
- Experienced leading and collaborating with a team to achieve common goals and enhance team performance.
- 2023 NACE Starleague varsity champion, named most improved player in the esports organization in 2023.