

JASPER DEEN

Manitou Springs, Colorado • jasperhdeen@gmail.com • (719) 229-0704 • linkedin.com/in/jasperhdeen

EDUCATION

University of Colorado Boulder – Leeds School of Business 2022 – 2026

Bachelor of Science in Business Administration, Emphasis in Marketing.
Minor in Creative Technology and Design, Certificate in Entrepreneurial Studies.
GPA: 3.39

Leeds Scholars Program 2022 – 2026

- Selected from a competitive pool of applicants for a co-curricular business cohort with experiential learning (Tokyo 2023).

International Studies Abroad: Prague History, Culture, and Politics Fall 2024

- Studied one semester in Prague, Czech Republic, and traveled solo to eight countries.
- Coursework: History of the Czech Region, Capitalism vs. Communism, Magic & Myth in Czech Life and Literature.

National Outdoor Leadership School & CU Boulder: River Conservation Leadership Expedition August 2025

- Completed NOLS conservation leadership training on Colorado's Green and Yampa rivers with CU peers and faculty.

EXPERIENCE

CU Boulder Office of Visitor Experience Boulder, CO

Student Ambassador Spring 2023 – Spring 2026

- Led 81 ninety-minute campus tours for prospective CU students and families, detailing amenities and culture.
- Earned 100% positive feedback across 51 survey responses. 88% reported feeling "more excited" to attend college.

CU Boulder Writing Center Boulder, CO

Peer Tutor Fall 2024 – Spring 2025

- Tutored writers inclusively across disciplines after a training seminar and 5-week practicum.

CU Boulder Leeds School of Business – Center for Ethics and Social Responsibility Boulder, CO

Marketing Intern Spring 2025

- Coordinated on-campus events via Salesforce registration, slideshows, music curation, and in-person welcoming.
- Maintained the University website in Drupal, formatting 8 'Impact Stories' to follow typographic best practices.
- Wrote an alumni spotlight that earned personal praise from major donor Mike Leeds — a donor-stewardship win for CESR.
- Drove digital engagement via biweekly email newsletters and LinkedIn content, gaining 356 likes on the top post.

IMM – Ideas Made Measurable Boulder, CO

Sales Intern Summer 2024

- Developed and implemented new-business initiatives under the VP of Strategy, supporting agency growth.
- Authored thought-leadership articles with SMEs, earning acclaim across the agency's professional network.
- Executed marketing strategy via SEO audits, content-calendar planning, and brand copywriting.
- Invited to contribute a Gen Z perspective to *AI Marketing Forum* meetups, learning AI use cases with industry pros.

Vladimir Jones Colorado Springs, CO

Account Services Intern Summer 2023

- Built and revised a 94-slide competitive analysis, synthesizing agency notes across related client meetings.
- Shadowed project management, strategic planning, and client relations in Colorado Springs and Denver offices.
- Steered the intern team to increase the quality and effort behind our final brief, presented to agency leadership.

Cheyenne Mountain Aquatics Center, Valley Swim Club, Colorado Springs Country Club Colorado Springs, CO

Lifeguard 2019 – 2023

- Red Cross Lifeguard (CPR/AED), First Aid for Severe Trauma, Emergency Oxygen (since expired).

ENGAGEMENT

Breakthrough Alliance of Colorado June 2026 – Present

- Build community with incarcerated people to advance equity, support reintegration, and lower Colorado recidivism.

Peace Corps Prep Certificate 2024 – 2026

- Pursued targeted coursework and extracurricular experiences to prepare for international Peace Corps volunteer service.

Extreme Measures A Cappella 2025 – 2026

- Joined a high-energy voice group (my first-ever singing experience) during my final year at CU. Choreographed and performed a musical set themed around 'grief' for the iconic *International Championship of Collegiate A Cappella (ICCA)*.

SSBU Center, Discord app 2017 – 2019

- Founded a *Super Smash Bros. Ultimate* community of 3,500+ members, 10,000+ messages/day, and \$100+ in sponsorship.

SKILLS AND INTERESTS

- Digital communications, content marketing, social media. Drupal, Salesforce, Canva, Adobe CC, Asana, Slack, and AI tools.
- Passionate about climate justice, social equity, digital well-being, snowboarding, hiking to lakes, and enjoying/making music.