

Jesse Gaskins

SOCIAL & CONTENT MARKETING

Zero to **250 million views** and **245,000 followers** in under two years, with no ad spend. I write, film and edit all of it myself, and I used the same instinct for what people actually click to build five client websites. Now I want to do it on an agency team.

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Asheboro, NC
Portfolio: jessecubez.com/resume

250M+	123K	109K	13.7K	5.0
TOTAL VIEWS	YOUTUBE SUBS	TIKTOK	INSTAGRAM	CLIENT RATING

EXPERIENCE

Founder & Content Creator, JesseCubez
Jan 2025 to Present

Self-employed · full time since August 2025, built alongside a full-time job before that

- Zero to **250 million views** and **245,000 followers** on YouTube, TikTok and Instagram in under two years. No ads, no boosted posts.
- **A breakout video roughly once a month**, off hook formats I test, keep and reuse rather than starting from scratch.
- Write, film, edit and publish every video myself, daily across all three platforms, on a scheduling pipeline I built.
- Wrote and produced **sponsored creative for SpeedCubeShop** to their founder's brief, sourcing every claim to the client's live site.

Founder & Web Designer, Gaskins Digital
2026 to Present

Websites for small local businesses · discovery, copy, design, build, launch

- Designed, wrote and shipped **five client websites**, including a 20 page contractor site with town level landing pages built for local search.
- **Lighthouse 100 on all four categories** on a live client site. GA4, Search Console, schema and conversion tracking on every build.
- Run the client relationship myself, first call to launch. **5.0 from 5 Google reviews.**

Activities Team Manager, Jellystone Park
2024 to Aug 2025

Family camp resort, Asheboro NC

- Managed the activities team and dealt with guests face to face all day.
- Held it while building JesseCubez on the side, then went full time on content in August 2025.

TOOLS

Google Analytics · Search Console · Google Ads · DaVinci Resolve · Canva · Claude · n8n · Vercel · HTML · CSS

jessecubez.com · hub, free tools
gaskinsdigital.com · portfolio
youtube.com/@JesseCubez
tiktok.com/@jessecubez

WHAT I DO

GETTING VIEWS
Hook writing, short form video strategy, content calendars, YouTube / TikTok / Instagram, audience analytics

BRAND & MARKETING
Positioning, brand voice, copywriting, hook and format testing, audience research, sponsored creative to a brief

TECHNICAL
DaVinci Resolve, motion graphics, GA4 and Search Console, technical and local SEO, HTML / CSS, workflow automation

PEOPLE
Client discovery to handover, managing a team, working to a founder's brief, face to face customer service

PAID MEDIA

GOOGLE ADS SEARCH CERTIFIED, 2026

Building a live reporting tool on the Google Ads API to read spend, CTR and cost per conversion straight from the account. Next step is running real spend, and that is the part I want to learn on a team.

EDUCATION & CERTIFICATION

Google Ads Search Certification
Google Skillshop · 2026

High School Diploma
Gaskins Academy · 2024