

Jacob McCluskey

CERTIFIED PROMPT ENGINEER · AI CONSULTANT · DIGITAL MARKETING STRATEGIST
VIRGINIA BEACH, VIRGINIA · UNITED STATES

17⁺
YEARS

in digital marketing

8⁺

VENTURES

owned and operated

12⁺

YEARS

WordPress practice

'97

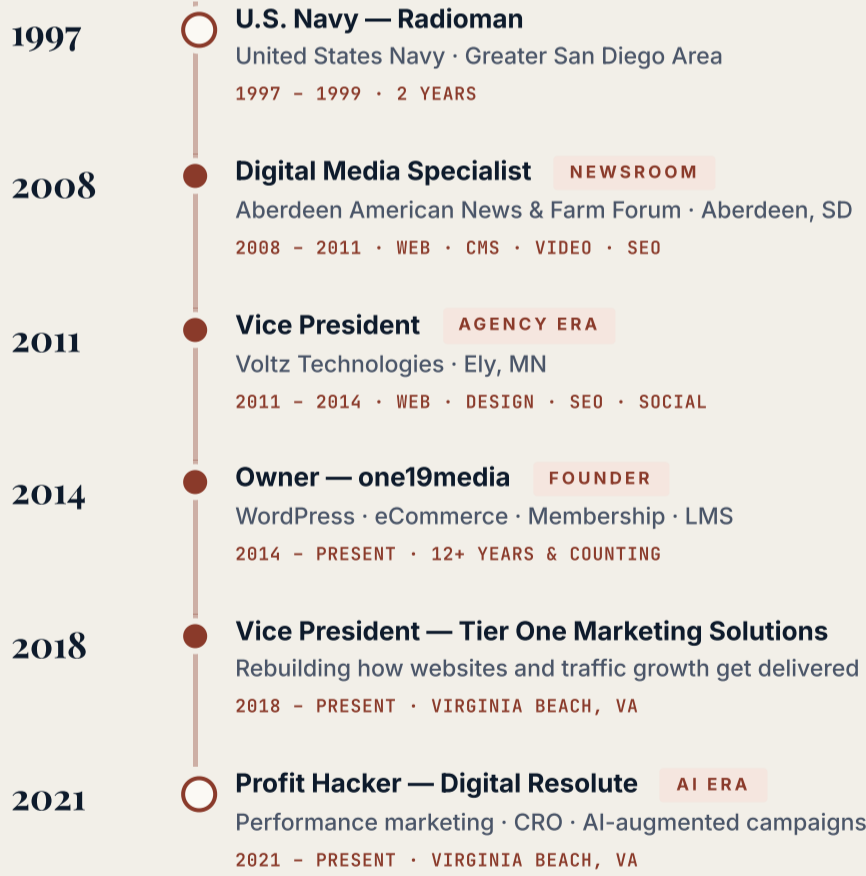
U.S. NAVY

Radioman · Veteran

POSITIONING

Seventeen years across **digital marketing**, web development, and AI-driven growth. Multiple businesses built and run. Now applying **AI fluency** — Certified Prompt Engineer — to the craft of creative marketing for clients who want measurable growth, not buzzwords.

THE ARC · 1997 → TODAY



EXPERTISE

Strategy & Growth

Performance marketing — measurable ROI as the contract

Conversion optimization — eCommerce, SaaS, lead-gen

Content strategy — editorial direction & brand voice

AI & Automation

Prompt engineering — production marketing workflows

AI-augmented copy — research, ideation, drafting

Workflow automation — for agencies and SMB operators

Web & Technical

WordPress mastery — eCom, membership, LMS, plugins

SEO — technical and content-side

Analytics — attribution, reporting, ROI proof