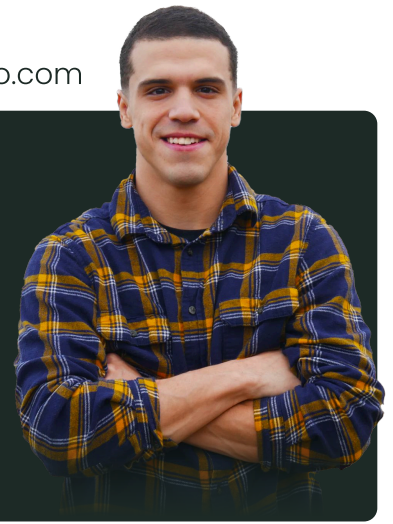


HELLO

380.223.7197 www.jaredmarrero.com

My name is Jared Marrero

a multi-disciplined communications professional



Professional Summary

An eclectic communications professional with eight years of positive impact to marketing outcomes, human resources and operations by employing a dynamic creative skill set. While directing digital strategy across a wide range of industries. Proven track record of improving digital and print advertising campaigns by an average of 50% while optimizing costs. Adept at translating complex messages into clear, compelling brand narratives that resonate widely.

Professional Experience

Creative Marketing Manager | 2023 – 2025

Heart of Gold Title

- Utilized original content & automated campaigns leading to 2X the average event participation within one calendar year.
- Directed full-cycle design/production of real estate marketing assets for 10+ key accounts, driving client engagement.
- Developed and led brand strategy and communications workshops to align brand with specific business objectives across touchpoints.
- Implemented A/B testing on high volume digital and print content, consistently achieving 2-3X average views per post.
- Managed Zoho CRM, implementing changes which provided lead sales representative / owner with 5-10 work hours weekly for other tasks.
- Led website redesign to communicate with modern home owners and real estate agents. Figma project submitted to leadership.

Creative Director | 2023 – 2023

OPOC.US

- Development of sales assets for external pitch meetings and development of graphic assets for events and account communications.
- Various creative projects for accounts (DSLR photography and graphic design within Adobe Illustrator/Adobe Photoshop).
- Streamlined internal HR documents, reducing the time to onboard new team members through knowledge management.
- Collaborated closely with sales team to evaluate and iterate on visual products, improving presentation quality.

<https://www.linkedin.com/in/jared-marrero-3683a32a8>

HUMAN RESOURCES SPECIALIST (42A)

Ohio Army National Guard, 2016-2022

- Joined the OANG part time in 2016, during junior year of high school.
- Deployed to Kuwait with the 1-137th AV REGT. in support of Operation Spartan Shield.
- Awards and medals: 1 ARCOM, 3 AAMs, 1 OSR, 1 GWOT-EEM.

JARED MARRERO

RECRUITING MANAGER AND MEDIA SPECIALIST / 2022 – 2023

Ground Support Systems GSX

- Utilized Applicant Stack to create a semi-automated recruiting process.
- Utilized written and video content to market new opportunities to contractors across the country.
- Screened and qualified candidates to clear for owner interview, maintaining high interview to hire ratios.
- Responsible for streamlining new hire onboarding, reducing time-to-start by more than 24 hours.
- Copy-writing and design for HR manuals still in use today.

Marketing strategist & Content Creator / 2016–2022

Cotner Funeral Home

- Drove marketing by increasing social views (+500% first year) / and engagement (+100% first year).
- Designed and implemented a communications strategy that precisely synchronized well with the funeral home's brand tone.
- Managed full production lifecycle for over twenty short documentaries (50,000+ combined views) using DSLR multi-cam setups and Premiere Pro.
- Managed production and creation of funeral media. DSLR multi-cam production and editing via Premiere.
- Led creation of a full brand book upon departing, enabling continuity between marketing providers.

Marketing strategist & Content Creator / 2016–2022

Cotner For Mayor and other political candidates

- Produced short form video content for candidates at the discretion of the campaign manager.
- Analyzed demographics of voting areas to optimize video content and speech writing for constituents with diverse views.
- Assisted in strategy meetings to hone candidate messaging across in person appearances, social media content and scheduled events.
- Copywriting and website management via Squarespace.
- Graphic design in support of candidate events.
- Graphic design in support of candidate events.

Tools & Proficiency

Experienced

Comfortable

Learning

