

Jared Marrero

Visual Designer & Digital Marketing Specialist

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Professional Summary

A multidisciplinary creative professional with ten years of cross-functional experience across marketing, human resources, and operations. Throughout my career, I've designed visual identities, digital experiences, campaign content, video, and branded assets while improving marketing performance and supporting business objectives as a one-person creative team. I'm seeking a role where I can combine visual strategy, design systems, and user-focused problem solving to build memorable brand and digital experiences.

Professional Experience

E-Commerce Creative Specialist | March 2026 – July 2026

Westinghouse Outdoor Power

- Used Adobe Photoshop, Adobe Firefly, ChatGPT, and Nano Banana 3 to create realistic product compositions from original photography, stock photography & AI generation.
- Worked with Creative team to translate product specifications & features into digestible product pages for everyday consumers
- Copywriting assistance
- Video Production assistance

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.
- Managed Zoho CRM, implementing changes which provided lead sales representative and owner with 5-10 work hours weekly for other tasks.
- Implemented A/B testing on high volume digital and print content, consistently achieving 2-3X average views per post.

HUMAN RESOURCES SPECIALIST | 2016 – 2022

Ohio Army National Guard

- 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.
- Basic HR functions such as unit reporting, soldier benefit counseling and file corrections.

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.

Video Content Producer | 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.

Tools & Proficiency

 Experienced
  Comfortable
  Learning

