

Jared Marrero

Visual Designer | Digital Marketer

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Professional Summary

A multidisciplinary creative professional with over eight years of experience across B2B, human services, real estate, and product marketing. Creates visual identities, digital experiences, campaign content, video, and brand assets that support business goals through strategic content development and marketing automation. Driven by user psychology and platform behavior, focusing on reducing friction with delightful, template-ready brand assets that make automation easy.

Professional Experience

E-commerce Creative Specialist | March 2026 – July 2026

Westinghouse Outdoor Power | Dublin, Ohio

- Created realistic compositions using Adobe Photoshop, Adobe Firefly, ChatGPT, and Nano Banana, combining original photography, stock, and AI-generated assets.
- Collaborated with the Creative team to translate product specifications and features into clear, high-converting Amazon A+ pages and gallery content.
- Supported E-commerce content development through product copywriting, messaging refinement, and video production.

Creative Marketing Manager | 2023 – 2025

Heart of Gold Title | Dublin, Ohio

- Developed original content and managed automated multichannel campaigns, contributing to a 2X increase in average event participation within one calendar year.
- Directed end-to-end design and production of real estate marketing assets for 10+ key accounts, spanning social media content and full-service print marketing.
- Managed Zoho CRM and implemented workflow improvements that freed 5–10 hours per week for the lead sales representative and owner to focus on other tasks.
- Implemented A/B testing to optimize organic email and SMS campaigns, developing original creative while automating campaign delivery and reporting in Zoho.

Graphic Designer | April 2023 – October 2023

OPOC.US | Westerville, Ohio

- Designed client-facing presentations and financial forecasting graphics to support conversion during the final stage of the sales cycle.
- Designed branded email campaigns and provided creative support across multiple business units.

HR Marketing Manager | 2022 – 2023

Ground Support Systems GSX | Gahanna, Ohio

- Established and maintained HRIS/ATS systems to automate applicant tracking.
- Created branded HR manuals and onboarding materials, and produced videos to support the applicant journey.

Human Resources Specialist (42A) | 2016 – 2022

Ohio Army National Guard | Ohio

- Joined the OHARNG part-time in 2016, serving concurrently with full-time roles.
- Deployed to Kuwait with the 1-137th AV REGT in support of Operation Spartan Shield.
- Executed core HR functions, including unit reporting, Soldier benefits counseling, and personnel record corrections, earning multiple awards by end of service.

Marketing Strategist & Content Creator | 2016 – 2021

Cotner Funeral Home | Reynoldsburg, Ohio

- Managed social media strategy and content, increasing social views by 500% and engagement by 100% in the first year.
- Developed and executed annual content strategies, creating organic content, analyzing engagement metrics, and identifying opportunities for paid promotion.
- Managed full production of 20+ short documentary videos from concept development through delivery, generating 50,000+ views across digital platforms.
- Managed production of funeral media, including DSLR multi-camera production and editing in Adobe Premiere.
- Led development of a comprehensive brand book to establish brand consistency and provide marketing partners with clear guidelines for future campaigns.

Freelance Producer & Designer | 2016 – 2025

Paid Freelance Projects for Local Clients

- Led full production and editing for four commissioned video projects supporting various political candidates.
- Developed branding and website assets for a local haunted house in Westerville.
- Served as Video Production Manager for a mayoral campaign, overseeing full production and execution of media assets.

Tools & Proficiency

Experienced Comfortable Learning

Adobe Photoshop	Adobe Premiere	Adobe Illustrator	Adobe After Effects	Adobe InDesign	Adobe Lightroom	Nano Banana	Google Workspace
Youtube Studio	Amazon Seller Central	Zoho Campaigns	Meta Business Suite	Envato	Google Gemini	Mailchimp	Propstream
ChatGPT	Podbean	WordPress	Zoho CRM	Buffer	Emma	Office 365	Zoho Social
EZTexting	Semrush	HubSpot	Canva	Figma	Wix Studio	OBS Studio	Midjourney