

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. Adept at 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.

Marketing Manager & Content Producer | 2016 – 2022

Cotner Funeral Home

Increased social views (+500% first year) / engagement (+100% first year).

Art direction and marketing coordination for print ads, video production, and social media (Meta platforms) that synchronized closely with the funeral home's existing brand while increasing KPI's set out by ownership.

Managed full production lifecycle for over twenty short documentaries (50,000+ combined views) using DSLR multi-cam setups and Premiere Pro.

Led creation of a full brand book, enabling continuity between marketing providers.

Campaign Consultant, 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.
- Website editing, graphic design and copy writing via Squarespace
- Graphic design in support of candidate events.
- Speech writing

Tools & Proficiency

