

JARED BAKER

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EDUCATION

Western Governor's University

Bachelor of Science in Business Administration, Major in Marketing

Salt Lake City, UT

Expected Graduation 2024

EXPERIENCE

Marketing Specialist

May 2022 – April 2024

D.R. Horton

Kirkland, WA

- Produced over 400 pieces of marketing collateral for 40+ communities using InDesign, Illustrator, Photoshop, and Word
- Storyboarded and facilitated photography and videography for 200+ homes and 40 communities, including aerial drone footage and panoramic virtual tours
- Designed and implemented marketing signage for 40+ communities
- Optimized vendors, reducing costs by up to 50% and saving over \$25,000 in marketing expenses year-over-year
- Redesigned marketing processes using Asana, increasing efficiency by 20% and streamlining workflow and communication among teams
- Collaborated with divisional, regional, and national marketing teams to strengthen promotions and branding, aligning strategy with company vision and goals
- Brainstormed and developed ideas for creative marketing campaigns using digital and traditional media
- Worked with DSP to plan SEO, search, social, display, CTV, contributing to significant key performance increases from 2022 to 2023
- Managed back-end updates to the division website using a CMS

Online Sales Consultant

August 2020 – May 2022

D.R. Horton

Kirkland, WA

- Represented the first point of contact for the division, providing excellent customer service and building rapport with prospects
- Coordinated high-volume internet and phone leads, scheduling hundreds of appointments and providing information to best convert into sales
- Improved CRM operations, automated email campaigns
- Produced weekly reports highlighting KPIs such as lead volume, conversion rate, and appointment rate
- Became a self-taught subject matter expert in Microsoft Dynamics CRM and provided CRM training to the division

Sales Associate

December 2019 – April 2020

Richmond American Homes

Kent, WA

- Provided sales center and model home coverage as needed based on sales management requirements
- Procured new leads, accurately registered them into the CRM, and routinely followed up

Community Sales Manager

August 2017 – October 2019

Taylor Morrison

Orlando, FL

- Sold and closed over \$5,000,000 in transactions year after year
- Highly praised by homebuyers and coworkers for friendliness, honesty, and accuracy

Event Guide

August 2015 – December 2018

The Walt Disney Company

Orlando, FL

- Oversaw and coordinated various types of events, from intimate family gatherings to large corporate events
- Awarded multiple times by leadership, fellow cast members, and guests for embodying fantastic guest service

SKILLS

Marketing: Marketing Automation, Social Media Management, Copywriting, CRM, Illustrator, InDesign, Email Marketing, Content Marketing, CMS, Asset Management, Google Analytics, Sales Enablement Materials

Sales: Real Estate Sales, Lead Generation

Project Management: Asana, Budget Management

Languages: Python, HTML/CSS, JavaScript

Miscellaneous: Event Planning