

# JARED BAKER

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## EDUCATION

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### Western Governor's University

Bachelor of Science in Business Administration, Major in Marketing

October 2024

## EXPERIENCE

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### D.R. Horton

Marketing Specialist

May 2022 – April 2024

- Led a campaign to boost Google My Business rating from 3.0 to 4.6 stars in 3 months, increasing reviews by 850% and surpassing the 12-month goal in just one quarter.
- Achieved a significant cost reduction by cutting \$40k from the budget through the elimination of unnecessary expenses.
- Optimized marketing processes with project management software, boosting efficiency by 22% and enhancing team workflow and communication.
- Developed SEO-friendly content and maintained social media initiatives, resulting in increased organic traffic by 16%.
- Created and reviewed hundreds of marketing materials including collateral, price sheets, campaign flyers, and signage.
- Planned, ordered, and arranged for the installation of community signage and billboards, enhancing brand visibility.
- Managed and organized marketing assets like photography, video, and renderings, improving asset retrieval time.
- Conducted video production, from strategy and planning to execution, enhancing video engagement.
- Participated in weekly sales and marketing meetings, providing project updates that improved cross-functional collaboration.
- Collaborated with various departments and vendors to enhance marketing for all communities.

Online Sales Consultant

August 2020 – May 2022

- Implemented automated drip email campaigns using marketing automation tools, ensuring consistent and timely communication with leads.
- Managed over 3000 incoming internet leads per year and provided prompt email/phone responses.
- Qualified leads and set appointments for on-site sales agents, increasing appointment conversions to 12%.
- Coordinated mass mailings and managed mailing lists, achieving higher open rates.
- Updated and maintained customer information in CRM database, improving data accuracy.
- Produced and maintained weekly traffic and monthly sales reports, providing insights that improved marketing strategies and enhanced performance tracking.
- Trained entire division sales team of 20 on new enterprise CRM.

### Richmond American Homes

Sales Associate

December 2019 – April 2020

- Provided sales center and model home coverage as needed, contributing to increased customer satisfaction.
- Developed relationships with customers and conducted networking and prospecting, increasing lead generation.
- Maintained quality customer service and guided buyers through the sales process, improving conversion rates.

### Taylor Morrison

Community Sales Manager

August 2017 – October 2019

- Sold and closed an average of \$5 million in new home sales annually.
- Conducted weekly customer care calls and community team meetings, improving customer satisfaction scores.
- Attended pre-construction meetings and adhered to company policies and procedures, ensuring compliance.
- Developed and implemented lead generation plans, increasing lead volume.

## SKILLS

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**Marketing:** Digital Marketing, Social Media Marketing, Email Marketing, Content Marketing, SEO, SEM, Market Research, Data Analysis, Brand Management, Product Management, Marketing Automation

**Design:** Adobe Creative Suite (InDesign, Illustrator, Photoshop), Video Editing, Photography

**Technical:** CMS, CRM, Asana, Google Analytics, Python, HTML/CSS, JavaScript

**Project Management:** Project Planning, Budget Management, Process Improvement, Vendor Management

**Sales:** Lead Generation, Business Development

**Other:** Event Planning, Customer Service