

# 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

*D.R. Horton*

May 2022 – April 2024

*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

*D.R. Horton*

August 2020 – May 2022

*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

*Richmond American Homes*

December 2019 – April 2020

*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

*Taylor Morrison*

August 2017 – October 2019

*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

*The Walt Disney Company*

August 2015 – December 2018

*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, Copywriting, CRM, Illustrator, InDesign, Email Marketing, Content Marketing, CMS, Asset Management, Google Analytics, Sales Enablement

**Project Management:** Asana, Budget Management

**Languages:** Python, HTML/CSS, JavaScript