

JARED BAKER

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EDUCATION

Western Governor's University

Bachelor of Science in Business Administration, Major in Marketing

October 2024

EXPERIENCE

D.R. Horton

Marketing Specialist

May 2022 – April 2024

- Collaborated with various departments and vendors to enhance marketing for all communities, reducing costs by up to 50%.
- Created and reviewed hundreds of marketing materials including collateral, price sheets, campaign flyers, and signage.
- Managed and organized marketing assets like photography, video, and renderings, improving asset retrieval time.
- Planned, ordered, and arranged for the installation of community signage and billboards, enhancing brand visibility.
- Optimized marketing processes with Asana, boosting efficiency by 20% and enhancing team workflow and communication.
- Utilized Microsoft Excel to prepare and analyze marketing reports, optimizing campaign performance by 15%.
- Participated in weekly sales and marketing meetings, providing project updates that improved cross-functional collaboration.
- Developed SEO-friendly content and maintained social media initiatives, resulting in increased organic traffic by 22%.
- Ensured adherence to brand guidelines with attention to detail, maintaining a high accuracy rate in marketing materials.
- Conducted video production, from strategy and planning to execution, enhancing video engagement.

Online Sales Consultant

August 2020 – May 2022

- Managed incoming internet leads and provided prompt email/phone responses.
- Updated and maintained customer information in CRM database, improving data accuracy.
- Qualified leads and set appointments for on-site sales agents, increasing appointment conversions.
- Consistently followed up with leads via phone, text, and email, documenting interactions for improved customer follow-up.
- Produced and maintained weekly traffic reports, providing insights that improved marketing strategies.
- Coordinated mass mailings and managed mailing lists, achieving higher open rates.
- Generated monthly sales and marketing reports, enhancing performance tracking.

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

- Managed 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.
- Provided outstanding customer service and problem-solving solutions, maintaining a high problem resolution rate.

SKILLS

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, Sales Enablement

Other: Event Planning, Customer Service