

JASON FARAROOEI

MARKETING & STRATEGIC COMMUNICATIONS

Extensive record of success delivering innovative & award-winning client campaigns

Dynamic Marcom leader with 10+ years' experience driving end-to-end multimedia, marketing, and strategic communications efforts for clients across academia and Fortune 500 and non-profit sectors. Instrumental in winning agencies' first-ever industry awards and national acclaim. Dedicated to delivering vital client projects on time and within budget. M.A. in Organizational & Strategic Communication.

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|------------------------------|-----------------------------|--------------------------|
| ◆ Strategic Marketing | ◆ TV Commercial Spots | ◆ Budget Administration |
| ◆ Marketing Communications | ◆ Corporate Training Videos | ◆ Contract Negotiations |
| ◆ Multimedia Campaigns | ◆ Web 2.0 Technologies | ◆ Project Management |
| ◆ Website Design/Development | ◆ Social Media Marketing | ◆ Focus Group Leadership |
| ◆ Corporate Messaging | ◆ Client Relations | ◆ Team Leadership |

"Jason is dedicated to executing his craft to the highest levels possible. He's driven, focused, customer service oriented, and a creative thinker capable of solving the toughest challenges."

~ **Mike Clement, Managing Partner, Strait Insights**

PROFESSIONAL EXPERIENCE

YELLOW CAPE COMMUNICATIONS, Charlotte, NC 2007–Present
Delivers communication consulting, high-definition television production, still photography, multimedia for web, and website design services for profit and non-profit sector organizations.

Managing Partner

Drive all daily business operations, new business development, client acquisition, and client relations. Manage finances and administer budget. Supervise and mentor 10+ independent consultants in multimedia creation, strategic communications planning and implementation, and website development initiatives.

Key Client Contributions:

- ◆ Conceived and developed media, marketing, and strategic communications for 15 clients including Skanska Inc., The McColl School of Business, Signature Healthcare, Spectrum TV, Chesterfield County School District, and Foundation for the Carolinas.
- ◆ Led design and facilitation of 2.5-hour workshop on governmental advocacy for Crossroads Charlotte's Know It to Work It (KIWI) project; forged relationships with executives and elected officials to support effort; coordinated subject matter expert panels.
- ◆ Captured such captivating leaders as Robert F. Kennedy Jr., Thomas Friedman, Jon Meacham, Dr. Andrew Weil, and Dr. Francis Collin in still portraits for Queens University's Learning Society.
- ◆ Boosted new user registration and unique visits 20% for Wehuntsc.com by leveraging Google data acquisition and analytics to implement strategic web 2.0 technologies, social media platforms, and brand development initiatives.
- ◆ Designed and facilitated new course "Introduction to Digital Photography" for College of Life Long Learning at Queens University; led 6 semesters of instruction.
- ◆ Conceptualized and developed corporate training videos for Southeastern Freight Lines' internal educational development and marketing communication programs.

Key Internal Contributions:

- ◆ Increased production service sales and equipment rentals 60% by securing new 3rd-party partnerships.

VERTICAL CREATIVE GROUP/ICARUS COMMUNICATIONS, Bethlehem, PA 2006–2007
Creative production agency that develops high-end commercial television, corporate video, and collateral marketing material for regional and national clients; on track to generate \$1M revenue in 2012.

Creative Director

Conceptualized, created, and managed strategic marketing campaigns for such key regional and national clients as Service Electric Cable and PenTeleData. Led strategic planning, sales, client requirements analysis, and cost containment. Facilitated focus groups. Supervised creative teams in production of advertising and marketing collateral.

Charlotte, NC ♦ 980.254.6281 ♦ jason@yccmail.tv

PROFESSIONAL EXPERIENCE**VERTICAL CREATIVE GROUP/ICARUS COMMUNICATIONS, cont'd****Key Contributions:**

- ♦ Earned firm's first Regional Addy Award for creative excellence by creating innovative television public service announcement.
- ♦ Generated \$200K revenue in 6 months by negotiating contracts for television commercials, corporate videos, and marketing media collateral.
- ♦ Spearheaded 100+ creative projects from concept to completion and led efforts to translate marketing objectives into compelling creative messages.

VIAMEDIA/TARGET SELECT ADVERTISING, Allentown, PA 2002–2006
Regional ad insertion & marketing firm servicing Fortune 500 and non-profit organizations, and educational institutions; \$23M annual revenue.

Production Director ♦ 2003–2006

Promoted to helm production department operations; supervised 5-member team of writers, producers, editors, and encoding specialists. Managed financial controls; administered budgets.

Key Contributions:

- ♦ Propelled department to national acclaim by winning firm's 1st-ever Telly Awards for marketing excellence.
- ♦ Created 300+ client television commercial advertisements with numerous on-camera appearances.
- ♦ Orchestrated special organ donation awareness event for 300 attendees to honor college and secondary school student finalists whose commercials were selected for features on History Channel, MTV, Comedy Central, Spike TV, and Lifetime.
- ♦ Produced and directed "Arts in the Valley" television talk show highlighting visual and performing arts from local school districts and non-profit community based organizations.
- ♦ Developed and led television commercial productions including conceptualization, scriptwriting, and cost analysis for such key organizations as DeSales University, Muhlenberg College, and United Way.
- ♦ Streamlined pricing structures, operational guidelines, and equipment management.
- ♦ Tapped to serve on Bethlehem Technical School's Advisory Committee for media arts and television.

Production Specialist ♦ 2002 – 2003

Monitored and maintained 500K-household commercial advertising insertion system.

Key Contributions:

- ♦ Initiated and developed SOP manual for encoding staff.
- ♦ Doubled capacity of tape library storage system by redesigning and reorganizing structure.
- ♦ Created and instituted management program for digital content storage.
- ♦ Boosted encoding productivity 30% by streamlining processes.

"Jason has excellent communication skills, is highly reliable, and establishes outstanding rapport with clients and staff alike. He is highly respected by the people who work under his supervision, and he has mentored newer members of the staff to facilitate a smooth transition into the corporate structure."

~**Todd Donnelly, President, Viamedia**

EDUCATION

Master of Arts in Organizational & Strategic Communication, Summa Cum Laude, 2009
Queens University of Charlotte, Charlotte, NC

Bachelor of Arts in Communication, Cum Laude, 2006
DeSales University, Center Valley, PA

Associate of Applied Science in Television/Radio, 2001
Northampton Community College, Bethlehem, PA