



JARRED BACA

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PROFILE

I am an experienced, passionate person, seeking to use my unique talents in marketing, strategy, advertising, and brand management. I am interested in a full-time position where I can apply my knowledge and skills. My goal is to leave companies better than when I found them, and make a positive impact.

PERSONAL INTERESTS

- I sing and play both the electric and acoustic guitar.
- I love to write and produce music for my band **HeshgFive**, which has accumulated thousands of plays on Spotify, Soundcloud, and Apple Music through digital advertising.
- I thoroughly enjoy baseball and football. I played pitcher for my varsity baseball team in high school amongst several pro ballers.
- I love lifting weights and setting goals to progress.
- I am a huge Star Wars fan.

CERTIFICATIONS/OTHER

- SEO and Google Analytics
- Google Ads Fundamentals
- Hubspot Social Media
- Stukent Pro Digital Marketing
- Salesforce
- Tai Lopez Social Media Marketing
- Experience with Adobe Creative Suite
- Logic Pro and Final Cut Pro

EDUCATION

BACHELOR OF SCIENCE, MARKETING

UTAH STATE UNIVERSITY | GRADUATED FALL OF 2019

EXPERIENCE

SALES CONSULTANT

BEST BUY | MAY 2018 - CURRENT

- Generated 817,000 dollars in sales as of fiscal year 2020, which made me top 5% of sales reps in the store.
- Trained, developed, and led 8 new hires.
- Enrolled in a leadership program focused on learning how to manage others.

DIGITAL MARKETER

HUNTSMAN MARKETING ASSOCIATION | JAN 2019 - JAN 2020

- Led a marketing team of 4 and designed a digital marketing campaign for a financial investment company called Harbour Trust.
- Through my leadership, we created a new website, a cost per click ad-campaign, and a social media plan.

FRONT DESK AGENT

MARRIOTT HOTELS INTERNATIONAL | NOV. 2016-MAY 2018

- Increased positive check in experiences from 78% to 93% under my direction at the front desk.
- Solved complex problems by using proprietary computer software to manage room inventory and improve check in times by 20%. This helped the hotel achieve a higher Trip Advisor rating by 5 points in that specific area.

SALESMAN

VANTAGE MARKETING | MAY 2017 - JULY 2017

- Worked 60-70 hour work weeks, 6 days a week, while interacting with over 60 potential customers daily, all over a 3 month period.
- Constructed an average contract value of \$550 per client cold knocking doors. This was among top 10% in the branch.

MISSIONARY SERVICE ZONE LEADER

LDS CHURCH | NOV. 2013- NOV. 2015

- Led over 30 individual 19-20 year old missionaries to help them find more people to teach and baptize.
- Organized training conferences and demonstrated how to improve teaching strategies through role plays.
- Directed my zone, followed up on goal measurements, and helped them increase baptisms by 200%.

EAGLE SCOUT AWARD

- Obtained the highest award possible in Scouts, the Eagle Scout.
- I achieved this by organizing a service project to protect endangered turtle species within my community.
- I directed my peers so that we maintained high quality craftsmanship in our work,