

Jared Brick, MBA

831-824-4321 • jared@bhmedia.co • linkedin.com/in/jaredbrick

Mission & Vision

A media thought leader with expertise in holistic digital marketing, online experiences, expert content curation, pro video production, website development for engagement built upon a Sustainable Management MBA. Seeking innovative high-impact growth roles with engaging collaborative global teams.

Core Skills

Holistic Digital Experience Marketing • Media Strategy • Content Curation • Video Direction, Production & Pro Editing • Project & Website Management • Mac to PC platform fluency • Adobe Creative Suite • Content Writer • Online Course Creator • Live Event Host • Public Speaker • Pro Photographer

Professional Experience

BRICK HOUSE MEDIA CO • SANTA CRUZ & BAY AREA, CA 2013 to Present
PRODUCER, DIRECTOR

Managing a diverse set of clients; founders, business owners, entrepreneurs, tech startups and emerging thought leaders seeking media marketing and video production as marketing services

- Strategic interactive marketing implementation with targeted media initiatives for growth, awareness, and brand development
- Producing original video and photographic content for social channels, ads, and websites
- Create design responsive websites with original written content, curation for social media, landing pages, email syndication, lead development and online growth
- Developed advertising and media content for: Google Search Ads, Facebook, Instagram, YouTube, LinkedIn, SquareSpace, Podcasts channels and Apple News

PITCHHUB INC. • SANTA CRUZ, CA June 2020 to June 2022
DIRECTOR OF PRODUCTION

Tech video platform based in Santa Cruz focused on SaaS & VaaS, 'Video as a Service' software and editing services for real estate, financial and all businesses directly with C-Suite customers

- Produced, directed, and managed hundreds of video productions in person + online
- Advised video software 'VaaS' development, product optimization feedback with CTO
- Hosted live webinars, demos, created branded social content for marketing growth
- Managed in-person, remote over 12 on-location production studios in Silicon Valley

POLY (HP, POLYCOM + PLANTRONICS) • SANTA CRUZ, CA July 2019 to May 2020
DIGITAL EXPERIENCE PROJECT MANAGER

Supported global media tech product organization, serviced three global websites with data analytics, data reporting, led custom website development projects. *COVID-19 impact ended role*

- Collaborated to launch website development projects of new brand site for poly.com; page format, user experience, language translations regions: AMER, APAC, EMEA areas
- Hosted Microsoft Teams communication meetings, and WorkFront task management
- Strengthened digital experience for global users, increased customer engagement

LYFT & UBER X • SAN FRANCISCO, CA June, 2012 to Dec., 2013
COMMUNITY SERVICES FACILITATOR

Supported both emerging ride-share communities in a stealth role for the Lyft founder team, engaged directly with early stage ridesharing users to improve features for the drivers app

- Increased 1:1 customer value and operational efficiencies, supported launch of new brand awareness for Lyft, early growth stage for San Francisco Bay Area, first 100 hired
- Trained drivers and provided strategic guidance for new recruits as a *Lyft Ambassador*

Education

- MBA** Sustainable Business Management, **Presidio Graduate School** – San Francisco, CA
- Focus on business sustainability, marketing, strategy, leadership, entrepreneurship
 - Speaker and host of live leadership MBA events; chair of students *Entrepreneurs Club*
 - Awarded for Capstone Venture Project, founded TraX Actions, eco-consumer rewards
- BSA** Bachelors of Studio Arts, **University of Colorado** – Boulder, CO
- Degree in film photography, video production, digital imaging, and early digital animation
 - Minored in Cultural Anthropology, and a leadership trainer role at *Sigma Chi* fraternity

Content Creator

- ZH Balance** - Podcast self-produced video, blog, audio casts syndicated many online channels
ZenHustlers.com - Self-produced free resource website supporting business professionals
Break On Through - Self-produced online thought leadership development 6-week video course
Check Your Assets - Marketing insights blog for emerging thought leaders and marketing pros

Leadership Training

- Mankind Project** – Men’s group leaders and event host for personal transformation mens work
Gryp Media Creators Meetup - Former leadership role, live speaker, educator, and group host
Landmark Education - Professional communication courses for fully self-expressed leaders

Awards & Recognitions

- 2022 – **Marketing Champion**, Marketing Excellence by Daily Ad Brief Awards, media interviews
2018 – Partner recognition for **Break On Through**, self-produced Thought Leadership course
2016 – Recognized host & speaker at **NewCo Bay Area**, and first NewCo Oakland conference
2014 – Top award ‘**Eco-Social Media Innovation**’ Business Efficiency Awards, **Stopwaste.org**
2013 – Winner SF Pitch Fest for ‘*Best Pitch*’ business competition sponsored by **Soft Layer Inc.**

Online Channels

LinkedIn	6,000 connections	linkedin.com/in/jaredbrick
YouTube	130+ videos & 100k views	Brick House Media • ZenHustlers
Instagram	3,500 followers	@bhmediaco • @zenhustlers • @jradbrick
Twitter	2,500 followers	@bhmediaco • @zenhustlers • @jaredbrick

Featured LinkedIn Skills

Entrepreneurship, Social Media, Video Production, Online Marketing, Sustainability, Digital Media, Media Strategy, Strategic Partnerships, Startups, Leadership, Public Speaking, Presentations, Sales, Creative Direction, Bold Communication

“Alone we can go fast... together we can go far” - African proverb

For more information, references and recommendations please **contact me**.