Jared Brick, MBA

jared@bhmedia.co • 831-824-4321 • Santa Cruz, CA

Multimedia growth marketing profession with expertise in digital media, social media, content creation and video production built on an MBA in Sustainable Management. Seeking innovative companies and passionate marketing teams to support their growth.

MEDIA DIRECTOR - BRICK HOUSE MEDIA CO • SANTA CRUZ, CA — 2013 - Present

- Support a diverse segment of clients: business owners, entrepreneurs + new thought leaders
- Manage all online business marketing and media accounts, advertising budgets for growth
- Strategic marketing implementation and targeted custom media initiatives
- Producing original video photo content for reach, ads, engagement + brand awareness
- Designed responsive websites, process curation of content for all social media channels
- Professional level advertising experience: Google Adwords, Facebook, Youtube, Instagram, Pinterest, Linkedin, Mailchimp, Squarespace, leading media channels to leverage

CLIENT SERVICES SPECIALIST - LYFT + UBER X • SAN FRANCISCO, CA — 2012 - 2013

- Engaged directly with early-stage Lyft ride-share users to develop features for the drivers app
- Increased 1:1 customer value, increasing operational efficiencies and brand value of Lyft
- Received 5 of 5 star rating from over 1,300 rides + over 8,000 miles driven in the Bay Area, CA
- Trained new drivers and provided strategic guidance for recruits as a Lyft ambassador

EDUCATION

MBA: SUSTAINABLE MANAGEMENT, PRESIDIO GRADUATE SCHOOL - SF, CA 2010-2012

- Focus on business sustainability, excelled at marketing, strategy and bold entrepreneurship skills
- Speaker + host of live leadership speaking events, Chair of the 'Entrepreneurs Club' 2011-2012
- Award for Trax Actions (Capstone Venture Project) for eco-social media + business efficiency, 2014

BSA: PHOTOGRAPHY + DIGITAL IMAGING, UNIVERSITY OF COLORADO BOULDER, CO 1994-1998

- Studio arts for film photography, video production, internship digital animation, cultural anthropology

CERTIFICATIONS

2009 • Be The Change, a skilled based environmental leadership program from acterra.org - Palo Alto, CA

2007 • San Francisco School of Digital Filmmaking, non-fiction course created 'Shooting Samsara' - SF, CA

2004 • International Center of Photography, curated documentary course - New York City, NY

Please contact me for any additional information

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FEATURED MARKETING PROJECTS

✓ **Break On Through** - Thought Leadership Online Course Curriculum: breakonthrough.me

✓ **Ink Academy** - Crowdfunding strategy for new calligraphy school: ink.academy

✓ **Dr Hops Kombucha Beer** - Crowdfunding production + strategy: drhopskombuchabeer.com

✓ **Port Workspaces** - Member interview series at Oakland co-working: portworkspaces.com

✓ **SoulBeat TV** - Digital television website for Oakland based producers: soulbeat.tv

✓ **Lumiere Work** - Corporate consulting and coaching services website: lumierework.com

CORE SKILLS

- Course creator thought leaders
- Creative problem solver
- Exceptional communication skills
- Video production, editor + photographer
- Student of neuro-marketing techniques
- Event speaker + live host
- Strategic marketing lead
- Online content course management
- 13 years in digital media education
- Student of psychological marketing

PROFESSIONAL REFERENCES

Kevin Gianni - CEO and Author, Annemarie Gianni Skincare, Berkeley, CA
203-241-4361 • kevingianni@gmail.com • known 6 years

Brandon Peele - CEO and Author, Planet on Purpose, Berkeley, CA
415-400-9534 • b@planetpurpose.org • known 12 years

Dana Gunders - Author and Data Scientist, NRDC - Natural Resources Defense Council, Berkeley, CA
503- 475-5803 • gunderful@gmail.com • known 16 years

Karen Wertman - COO, Port Workspaces, Oakland, CA
510-847-8997 • karen@portworkspaces.com • known 2 years

FEATURED SOCIAL MEDIA CHANNELS

Linkedin:	+3,800 connections	linkedin.com/in/jaredbrick
Youtube:	+40 videos	youtube.com/c/BhmediaCompany
Instagram:	+1200 followers	instagram.com/bhmediaco
Twitter:	+2400 followers	twitter.com/jaredbrick @bhmediaco

Please contact me for any additional information