



Jared Brick, MBA

- Media Marketing & Strategist
- Producer, Director & Creator
- Videographer & Photographer

CONTACT

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EDUCATION

MBA, Sustainable Business

Presidio Graduate School, SF, CA
2012

Bachelors, Studio Arts

University of Colorado, Boulder, CO
1998

Video, TV & Photography

SF School of Digital Filmmaking, 2007
International Center for Photography, 2004
Documentary Television, 2004

CORE SKILLS

- ✓ Media Marketing & Content Creation
- ✓ Media Strategy & Social Syndication
- ✓ Thought Leadership & Development
- ✓ Video Production & Director
- ✓ Project Manager & Online Trainer

For more information, references and recommendations please contact me.

WORK EXPERIENCE

PRODUCER, DIRECTOR 2013 - 2022

Brick House Media Co, Santa Cruz & SF Bay Area, CA

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

- Strategic interactive marketing implementation with targeted media initiatives for phases of growth, awareness, and brand development
- Produce 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 engagement
- Develop advertising and media content for: Google Search Ads, Facebook, Instagram, YouTube, LinkedIn, SquareSpace, Podcasts channels and Apple News

DIRECTOR, PRODUCTION & MARKETING 2020 - 2022

PitchHub, Santa Cruz, CA

Tech video platform based in Santa Cruz focused on SaaS & VaaS, 'Video as a Service' software human editing services for real estate, financial and businesses working directly with a diverse global set of C-Suite customers, business owners and startups.

- Produced, directed, and managed hundreds of video productions in person and virtually
- Advised video software 'VaaS' development, product optimization feedback with CTO
- Self hosted live webinars, demos, and created branded social content for marketing growth
- Managed in-person/virtual teams and 12 on-location production studios across Silicon Valley

DIGITAL EXPERIENCE PROJECT MANAGER 2019 - 2020

Poly - Plantronics - Polycom, Santa Cruz, CA

Supported global media tech product organization, serviced three global websites with data analytics, user reporting, led custom website development projects. Ended from COVID-19.

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

COMMUNITY FACILITATOR, STEALTH 2012 - 2014

Lyft & Uber-X, San Francisco, CA

Supported both emerging ride-share communities in a hybrid-stealth role for the dual Lyft founder team, engaged directly with early stage ride share users to improve features for the drivers app, on-boarding new drivers, and the overall early drivers experience

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

AWARDS & RECOGNITIONS

Marketing Champion

By Daily Ad Brief, 2022-2021

Top Host & Speaker

By NewCo Bay Area, 2016-2017

Course Creation Recognition

By Teachable, Break On Through, 2018

Eco-Social Media Innovation

By StopWaste.org, 2014