

JARED BEASLEY

I am a creativity-loving collaborator. Working with others on projects that require thinking abstractly absolutely delights me. We're better together.

My broad range of experience in digital media informs my desire for improvement—from internal processes to client relationships to the end product. Simply put, my aim is to make the lives of others better by making big ideas a reality.



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LINKEDIN.COM
/JAREDCBEASLEY



ASSISTANT DIRECTOR OF MARKETING RECENT UNIVERSITY

2013 - Present

- Creative lead in print, web and other marketing materials
- Plan & execute inquiry communication plans
- Manage social media strategy and development
- Develop marketing initiatives for lead generation
- System Administrator of the graduate admissions CRM
- Travel to conventions, festivals, and exhibits

FREELANCE JARED BEASLEY.NET

2008 - Present

- Design - Over 20 websites, commercial and personal
- Digital Strategy Consultation - branding, social
- Photography - Headshots, couples, commercial
- Audio & Video Production - 3 albums, various video work
- Acting - Performed in 6 stage plays & 5 short films

ADMISSIONS RECRUITER RECENT UNIVERSITY

2009 - 2013

- Recruited for graduate and doctoral programs
- System administrator for customer relationship management
- Project manager for online information sessions
- Aided social media strategy and development
- Graphic and web design
- Frequently traveled to universities, conferences, & grad fairs



RECENT UNIVERSITY

Virginia Beach, VA
2010 - 2013

BUSINESS ADMINISTRATION MASTER OF BUSINESS ADMINISTRATION

- Key courses in marketing, innovation, human resources, operations, accounting, finance, and entrepreneurship
- Completed business plan ready for launch

RECENT UNIVERSITY

Virginia Beach, VA
2008 - 2010

DIGITAL MEDIA MASTER OF ARTS

- Concentrations in digital marketing & media management
- COO Reelgood.tv, Regent's video-on-demand website
- Project manager for Regent's mobile education strategy
- Initiated AT&T corporate contract & Regent's mobile app

EVANGEL UNIVERSITY

Springfield, MO
2004 - 2008

COMMUNICATION, PHILOSOPHY MINOR BACHELOR OF ARTS

- Cum Laude, Presidential Scholarship Recipient
- Student Government Vice President



SKILLS

Communication
Digital Marketing
Business Dev.
Organization
Sales
Design

SOFTWARE

Adobe Creative Suite
Logic Pro
WordPress
Microsoft Office
InsideSales
Banner / Discoverer



LANGUAGES

HTML, CSS... & English

CERTIFICATES

InsideSales.com CISA I
Basic Supervisory Skills



TRACY STEWART, VP ENROLLMENT MANAGEMENT & IT
REGENT UNIVERSITY

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DR. NORM MINTLE, DEAN SCHOOL OF COMMUNICATION
LIBERTY UNIVERSITY

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Lynchburg, VA 24502

REFERENCES

JACOB KOBERNIK, WEB DEVELOPER
OPENTABLE

(785) 215-0055, jkobernik@gmail.com
1514 Mitchell Ave
Chattanooga, TN 37408

CHRISTOPHER FREE, VIDEO EDITOR & PRODUCER
OPERATION BLESSING INTERNATIONAL

(740) 804-7655, christopher.free@ob.org
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JENNIFER MARTIN, ASSOCIATE ARTISTIC DIRECTOR
AMERICANA THEATRE COMPANY

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