



JARED BARR

MARKETING EXECUTIVE

PROFILE

20 years of marketing and advertising experience. Thrives on creative problem solving and creating opportunities to affect strategic change within organizations. Enjoys recruiting and developing talent while fostering an open and collaborative environment.

CONTACT

PHONE NUMBER

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EMAIL ADDRESS

barrj@mac.com

ADDRESS

Tampa, FL 33647

PERSONAL SKILLS

- LEADERSHIP
- TEAM DEVELOPMENT
- STRATEGIC THINKING
- COMMUNICATION
- SELF-STARTER

EDUCATION

MASTERS IN BUSINESS ADMINISTRATION

Bradley University
Peoria, Illinois

BACHELORS IN MASS COMMUNICATION/ADVERTISING

University of South Florida
Tampa, Florida

WORK EXPERIENCE

SVP / MARKETING AT GROW FINANCIAL FEDERAL CREDIT UNION

2017 – Present • Tampa, Florida

Collaborate and consult with peers and individual business units to achieve both departmental goals as well as strategic organizational objectives.

Instrumental in developing a three-year strategic road map for achieving organizational goals around membership needs, culture, modernization and financial performance.

Lead, develop and coach a diverse team of marketing professionals for 2.9B credit union.

Plan, oversee, track and spend annual multi-million dollar marketing budget driving measurable results.

Guides the continued growth and evolution of the brand as it continues to integrate and permeate throughout the organization and market footprint.

CHIEF MARKETING OFFICER AT FLORIDA COLLEGE

2014 – 2017 • Temple Terrace, Florida

Provided executive-level direction for all marketing objectives, supervise and develop marketing staff.

Worked closely with the president and other cabinet-level administrators to set strategic goals and develop long-range plans for the institution.

Partnered with the advancement team to launch new donor recognition society, exceeding first-year membership goals by 30%.

Managed the implementation of a new CRM (Salesforce.com), leading the organization to develop business processes and best practices for data governance and oversight.

Re-branded the national alumni association and helped revitalize the volunteer support structure for more than two dozen local chapters.

Provided high level oversight of all social media efforts, generating unprecedented levels of constituent engagement, eclipsing all combined traditional media efforts.

Provided the infrastructure and marketing communication strategy to increase gifts received online during the 2015/16 fiscal year by a factor of four.



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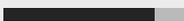
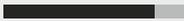
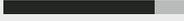
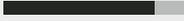
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EXPERIENCE CONTINUED

DIRECTOR OF MARKETING AT FLORIDA COLLEGE

2009 – 2014 • Temple Terrace, Florida

Responsible for determining strategy and setting direction for all marketing communication and campaigns across multiple constituent groups.

Provided print, digital and social media support for admissions efforts during a time in which the institution consistently achieved record enrollment levels for five plus years.

Built marketing department from the ground up by recruiting top talent, increasing organization-wide branding and communication standards, and creating an environment in which internal clients valued the exceptional quality of work produced.

Revitalized an aging alumni magazine by articulating a new vision, providing new creative direction and developing engaging content.

DIRECTOR OF MARKETING AND DEVELOPMENT AT ROSS ADVERTISING

2006 – 2009 • Peoria, Illinois

Managed team responsible for client pitches and requests for proposals.

Wrote copy for all agency promotional work, authored creative briefs, gathered client requirements, managed client expectations and presented creative concepts.

Key clients included: Caterpillar, Archer Daniels Midland and Maui Jim Sunglasses.

ACCOUNT MANAGER AT MARKETING ASSOCIATES, INC.

2006 • Tampa, Florida

Managed client relationship and corporate branding initiatives for a \$1.7 billion private firm.

Coordinated online search campaign for AT&T with \$300,000 quarterly budget.

ACCOUNT EXECUTIVE AT SHIRLEY/HUTCHINSON CREATIVEWORKS

2001-2006 • Tampa, Florida

Managed client relationships and project budgets from \$30,000 to \$2 million.

Produced television spots with budgets exceeding \$300,000.

Key clients included: Starbucks, Global Hyatt, The Melting Pot, Smoothie King, White Rain and Baxter Medical.

PERSONAL INTERESTS

- VOLUNTEER TEACHER/ WORSHIP LEADER FOR LOCAL CHURCH
- COMMISSIONER WITH FLORIDA EDUCATION PRACTICES COMMISSION
- LIFELONG LEARNING AND PERSONAL DEVELOPMENT
- FIERCELY PASSIONATE ABOUT FAMILY