

Jared Brick, MBA

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

Mission & Vision

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

Core Skills

Holistic Digital Experience • Content Strategy & Curation • Video Direction, Production & Editing • Project & Website Management • Mac and 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
MARKETING DIRECTOR

Built a business of diverse clients as network of founders, business owners, entrepreneurs, tech startups and emerging thought leaders seeking media marketing and video production

- Strategic marketing implementation with targeted custom media initiatives for growth, awareness, and brand development
- Producing original video and photographic content for social channels, ads, websites
- Created design responsive websites with original written content, curation for social media, landing pages, email syndication, lead development and growth
- Developed advertising and media content for: Google Ad Search, Facebook, Instagram, YouTube, LinkedIn, Mailchimp, Medium, Squarespace, Apple News by bhmedia.co

PITCHHUB • SANTA CRUZ, CA July 2020 to July 2022
DIRECTOR OF PRODUCTION & MARKETING

Tech video platform based in Santa Cruz focused on SaaS & VaaS, 'Video as a Service' software and editing services for real estate, financial and businesses directly with CEO, CTO, COO.

- Producing, directing, and managing hundreds of video productions in person + online
- Advising video software development and product optimization feedback with CTO
- Hosting webinars and demos, creating branded content for social marketing outreach
- Managing in-person, remote and on-location production studios across Silicon Valley

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

Supported global media tech product organization, serviced three websites with data analytics, data reporting, led custom website development projects. COVID19 ended this role

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

LYFT / UBER X • SAN FRANCISCO, CA June, 2012 to December, 2013
COMMUNITY SERVICES FACILITATOR

Supported emerging ride-share community in a stealth role for the Lyft founder team, engaged directly with early stage car-sharing 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
- Focused on business sustainability, marketing, strategy, leadership, entrepreneurship
 - Speaker and host of live leadership events; chair of students Entrepreneurs Club
 - Awarded for Capstone Venture Project, founded TraX Actions, consumer rewards app
- BA** Bachelors of Studio Arts, **University of Colorado** – Boulder, CO
- Degree in film photography, video production, digital imaging, digital animation.
 - Minor in Cultural Anthropology, leadership trainer role at Sigma Chi fraternity

Content Creator

ZH Balance Podcast - Self-produced video, blog and audio podcasts syndicated online channels

ZenHustlers.com - Self-produced free resource website supporting the business community

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 personal transformation course work, group facilitator, live trainings

Gryp Media Creators Meetup - Former leadership role, live speaker, educator, 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.

Featured Channels

LinkedIn 6,000+ Connections

[linkedin.com/in/jaredbrick](https://www.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 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 and Father of 2 Boys

“Alone we can go fast, together we can go far”

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