

# Jared Herrmann

## Digital Marketer

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### SKILLS

- Email Marketing
  - Copywriting
  - Content Creation
  - Design
  - Project Management
  - Content Management
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### SOFTWARE

- Google Analytics
  - Mailchimp
  - Klaviyo
  - Microsoft Excel
  - Shopify
  - Wordpress
  - Zapier
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### SOCIALS

- Instagram
  - Youtube
  - Tiktok
  - Facebook
  - Discord
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### VISUAL TOOLS

- Adobe Premiere Pro
- Adobe Photoshop
- Figma
- HTML5

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### CONTACT

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### WORK

#### Just Jared Beats | Music Content Creator

Jan. 2021 - Nov. 2023, Boston, MA and Paramus, NJ

- Created consistent daily Instagram posts, stories, and reels to grow 16k followers in less than 3 years with \$0 spent on ads or promo.
- Grew an email list of over 7,900 music makers and sent 1 - 3 weekly emails that received on average a 41% open rate and 1.7% CTR.
- Orchestrated product launches using social media content, marketing campaigns including email flows, and incentive based acquisition systems producing thousands of product purchases.
- Garnered over 8M impressions by optimizing content for the platform's algorithms, copywriting techniques, and creating a content calendar to show up repeatedly.

#### Civil Design Works | Staff Engineer

Sept. 2019 - Jan. 2021, New City, NY

- Employed CAD software to create detailed visual site layouts using design to communicate complex ideas.
  - Used Microsoft Excel to produce progress tracking documents for Project Managers to use in meetings to keep subcontractors on schedule.
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### EDUCATION

#### Wentworth Institute of Technology | BS in Civil Engineering

August 2015 - August 2019 | Boston, MA

GPA: 3.5/4.0

**Related Courses:** Principles of Economics, Community Engagement, Calculus I - IV, Probability & Statistics.