

Jarred Hamilton

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Marketing Manager

With over 15 years of experience in marketing, public relations, and business development, I've made a tremendous impact on Advanced Injection Molding, LLC. By achieving record sales and boosting customer retention, we saw a 3x increase in sales within 3 years, setting us ahead in the market. Not to mention, in just 6 months, I successfully led Yokem Toyota to secure its market leader position. I thrive on developing creative marketing strategies and leading large teams, building strong relationships with our corporate clients along the way.

WORK EXPERIENCE

DealerCMO • 05/2022 - Present

Results Manager

- Increased revenue by 6.8% in 3 months, resulting in highest quarterly earnings in 5 years.

Digital Logic • 04/2021 - 02/2022

Director Of Marketing And Public Relations

- Increased online visibility by 200% in 6 months, resulting in a 25% increase in website traffic.

Line Mixed Media • 11/2016 - 12/2022

Company Owner

- I am a branding consultant who helps small businesses develop their brand and implement processes to retain customer acquisitions. With a focus on logo development in graphic design, my mission is to support businesses in their infant stages. Once their digital art needs are fulfilled, I present a diverse range of marketing materials to launch their brands in style.

Yokem Toyota • 07/2010 - 04/2021

Retention Marketing Manager

- Creative Retention Marketing strategies that increased sales to record highs and allowed Yokem Toyota to establish themselves as the clear market leader.

Internet Manager

- Created a 10 person BDC department responsible for lead creation, intake, accountability, sales processing, sales training, retention and equity mining. While being the Internet Manager I was tasked with all Event Marketing, Community Outreach events and a weekly BNI Networking Commitment.

IMS Specialist

- Digital inventory management for Yokem Toyota. Which involved photographing, describing, and marketing online inventory.

Advanced Injection Molding, LLC • 07/2003 – 07/2010

Marketing Director

- Responsible for marketing and retaining large corporate accounts while branching out into the small business sector.

VP of Operations

- Started as a line tech and was promoted 6 times to VP of Operations. I was responsible for over 68 employees, all purchasing and client relations for the facility. Retention Marketing efforts grew our sales to triple within the last 3 years which caused the owners to sell for a hefty price.

EDUCATION

Bachelor of Science – BS in Marketing/Marketing Management, General

Louisiana Tech University

Minor in Entrepreneurship/Entrepreneurial Studies

Louisiana Tech University

CERTIFICATIONS

SAP Certified Application Associate – Business Intelligence with SAP BW 7.3 and SAP BI 4.0

SKILLS

Mobile Communications, Brand Awareness, Social Marketing, Automotive Sales Training, Product Marketing, Automotive, Mobile Technology, Brand Management, Auto, Work Ethic, Local Marketing, Social Media Marketing, Corporate Branding, Photoshop, Social Media, Brand Development, Loyal, Social Skills, Local Advertising, Social Networking