

# Jared Scott Verdejo

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## Objective

Dedicated creative-minded and dynamic strategist, committed to reshaping how businesses engage with their audiences through digital content. Recognized for exceptional communication skills, leadership initiative, and digital savviness. A multimedia specialist with a passion for education, technology, social impact, and The Arts. A dedication to equity and inclusion, combined with a rich background in working in multicultural environments, fuels the mission to design for a greater cause.

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## Education

### Associate in Applied Science, Digital Media and Design (DMD)

*College of Lake County (CLC) | Awarded December, 2022*

### Bachelors of Arts Interdisciplinary Education in the Arts (IDEAS)

*University of Illinois at Chicago (UIC) | Estimated Graduation: December, 2026*

### Additional Certifications:

- Professional Certificate in Digital Marketing, *Digital Marketing Institute (DMI)/American Marketing Association (AMA)*, May 17, 2023
  - Professional Technical Communications Certificate, *CLC*, December, 18, 2020
  - Multimedia Communications Certificate, *CLC*, May 14, 2021
  - Graphic Design Certificate, *CLC*, May 14, 2021
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## Core Competencies

- Proficient in Adobe Creative Cloud Suite (InDesign, Illustrator, Photoshop, Adobe Premiere Pro), with skills in photo and video editing.
  - Effective written and oral communication skills in both English and Spanish, facilitating cross-cultural interactions and outreach.
  - Experienced with Microsoft products, video conferencing software, and various productivity tools for seamless hybrid/remote collaboration.
  - Experience with digital tools such as Google Analytics, Hootsuite, Creator Studio/Meta tools, MailChimp, Constant Contact, Blackbaud's Raiser's Edge NXT Database, and more.
  - Skilled in various Content Management Systems (CMS); WordPress and browser-based website software, with a focus on front-end web design, intermediate HTML, and search engine optimization (SEO).
  - Proficient in printing production and pre-flight processes, ensuring high-quality print materials. Ability to develop and sustain positive working relationships with external print vendors.
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# Experience

## DIGITAL MARKETING SPECIALIST, CAROLE ROBERTSON CENTER FOR LEARNING | OCT. 2022 – PRESENT

*Championed graphic design and orchestrated cutting-edge marketing strategies for the communications department of a mission-driven non-profit dedicated to early childhood education services in Chicago.*

- Spearhead targeted social media campaigns (paid and organic) to promote organizational growth and establish a professional digital presence. Oversee the development and execution of marketing strategies to meet key performance indicators (KPIs).
- Lead the creation of visually compelling content for multiple communication channels, including social media, stationary, outdoor signage, and other high-impact materials including designing reports, event collateral and signage, brand books/style guides, brochures, business cards, etc. from inception to completion.
- Designed the logos of all the Center's sub-brands for programs and campaigns: Annual "E3 Gala" fundraising event, Operation: "Back to School", "TransformED" our apprenticeship program, and "Invest Today, Empower Tomorrow" (a \$20 million 5-year capital improvement campaign benefiting our flagship schools).
- Continuously enhance the organization's digital toolbox, brand style guidelines, and premium promotional products to ensure an up-to-date and effective branding and marketing toolkit.
- Improve the organization's WordPress site by optimizing user experience, enhancing accessibility, and implementing SEO best practices to increase online visibility. Support with blog creation, tracking and directing form submissions, and updating home page events and news banner.
- Conduct comprehensive audience research through Google Analytics, social media insights, Meltwater Media Relations tracker, and monitor general trends and online conversations to inform data-driven marketing decisions.
- Manage the SharePoint Intranet site, fostering staff engagement by publishing news stories, CEO updates, surveys, and Human Resources information to keep staff well-informed and engaged.
- Actively participate in committees and subcommittees such as the Social Justice and Equity Committee, contributing to the organization's mission-driven initiatives for the children and families we serve.
- Eagerly contributed to internal and external event planning and other special projects as needed. Projects include an annual fundraising gala (over 300 attendees per year), summer youth camp, fundraising campaigns, year-end appeal, and annual outdoor ads (19K budget and reaching 1.2 million Chicago residents).
- Lead the marketing and communications department to win the 2024 Gold Quill Award of Merit in Digital Communication, in recognition of our internal staff "Intranet" website. The award is bestowed by the International Association of Business Communicators (IABC).

## APPRENTICESHIP PROGRAM ASSOCIATE, COLLEGE OF LAKE COUNTY | MAY 2020 – FEB. 2022

*Pioneered the creation of the Illinois State grant-funded virtual pre-apprenticeship program (IL CAP-IT) for students pursuing Information Technology careers within the career and job placement center of a community college.*

- Designed all technical documentation and marketing collateral for the launch of a pioneering apprenticeship program, ensuring its successful introduction to existing college students and incoming freshman.
- Independently conceptualized and executed a comprehensive 10-week curriculum for virtual pre-apprenticeship classes, consistently achieving a class size of approximately nine students per semester.
- Collected, organized, and prepared progress records, data, statistics, and expenditure reports, facilitating quarterly grant reporting, which contributed to program continuity and success.
- Significantly enhanced the college's apprenticeship program awareness, successfully recruiting 18 students for the Computer Information Technology Apprenticeship Program by the end of Fall Semester 2020.
- Co-managed grant funding allocation, ensuring appropriate distribution to supplies, student salaries, stipends, and program marketing, optimizing resource utilization for program growth.
- Apprenticeship team was recognized for exceptional dedication and contribution with the *FY20 CLC Values Recognition Award*, for demonstrating a strong commitment to one of the College's core values: "Purpose".

## **SOCIAL MEDIA INTERN, COLLEGE OF LAKE COUNTY | JULY 2019 – MAY 2020**

*Excelled in managing the college's online presence and digital footprint through strategic planning and creative execution.*

- Curated and designed engaging digital content for various social media platforms, including Facebook, Instagram, LinkedIn, and Twitter, elevating the college's online presence.
- Developed and executed targeted social media campaigns that consistently boosted student engagement by an impressive average of 11% each month.
- Created visually appealing printed and digital materials such as flyers, slide decks, emails, and brochures, ensuring a cohesive and professional brand image.
- Played a key role in increasing student online job board registrations by an outstanding 206% by the end of the Fall semester in 2019.
- Demonstrated dedication and a strong work ethic, resulting in a promotion within one year to the apprenticeship team of the career center, marking a remarkable transition from an intern to a full-time professional role on the apprenticeship team.

## **GRAPHIC DESIGNER, FREELANCE | AUG. 2017 – PRESENT**

*Offering freelance graphic design and marketing for a diverse range of creative and media solutions for a variety of clients, including local businesses, musicians/artists, and non-profit organizations. Comprehensive services encompass:*

- Crafting impactful logos and transforming brand identities to elevate the visual representation of diverse clients.
- Developing and executing social media marketing campaigns, efficiently managing clients' online presence for enhanced engagement and growth.
- Designing user-friendly websites, aligning with the latest design trends and client objectives.
- Recording and editing dynamic video ads, optimizing digital marketing efforts and customer engagement.
- Creating compelling marketing materials, including flyers, brochures, business cards, annual reports, packaging design, and custom clothing designs, that captivated audiences and conveyed client messages effectively.

### **Notable clients include:**

- Waukegan to College - Waukegan, Illinois
- Latino Policy Forum - Chicago, Illinois
- Black's Academy of Excellence - Zion, Illinois
- Risner Rehabilitation - Grayslake, Illinois
- Lake County Hub - Waukegan, Illinois
- Greater Waukegan Development Coalition (GWDC) - Waukegan, Illinois

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## **Professional Affiliations**

- **IABC Professional Member, Chicago Chapter | June 2024 – Present**
  - **Member of the American Marketing Association (AMA), Chicago Chapter | July 2023 – July 2024**
  - **Former member and marketing chair of the Grayslake Business Breakfast Group (GBBG), LLC | October 2020 – October 2022**
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## Volunteer Work

### **Waukegan Wellness, Online Wellness Program | Waukegan, IL | 2021-2022**

Designed logo and website, occasionally assist with social media marketing initiatives. Supporting with camera work and promotion of local events such as annual farmer's market. [www.waukeganwellness.com](http://www.waukeganwellness.com)

### **Media is Magic, Youth Media Enrichment Summer Camp | Waukegan, IL | Summer 2022**

Successfully co-developed and instructed a grant-funded and community sponsored 4-week media camp in July 2022 for 10 high school students. Taught students graphic design and videography basics while effectively communicating the importance of advertising. [www.mediaismagic.com](http://www.mediaismagic.com)

### **Patriotic Canine, Non-For-Profit | North Chicago, IL | 2020-2022**

Provided website design and maintenance, videography for advertisements, designed business collateral, and created social media platforms such as Facebook, Donor Box, and a YouTube Channel. [www.patrioticcanine.org](http://www.patrioticcanine.org)

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