

JARROD D. KING

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CANDIDATE SUMMARY

- Entrepreneurial and self-taught **Digital Marketing** professional with several years of progressive experience conducting SEO optimization and content development for a variety of clients across the retail and auto sectors
 - A strong copywriter and copy editor bringing key expertise in the areas of content development, creative writing, social media management, web design & development; email marketing and client management
 - A self-taught expert on WordPress, photo and video editing with solid knowledge of HTML, CSS and PHP coding
 - A high performer consistently recognized by clients and leadership for quick learning and the ability to meet tight deadlines
 - Podcast producer and author of 2 books with a Bachelor of Arts in English from Temple University
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WORK EXPERIENCE

COPY EDITOR · ADVERTISING SPECIALITY INSTITUTE (ASI)

03/2016 - PRESENT

- Promoted from Electronic Content Editor to Copy Editor
- Enhanced SEO and increased search placement for product descriptions for clients in the retail and food industries
- Researched and applied best practices and industry standards for SEO and content development for maximum impact
- Attracted clients through customized sample optimizations, often in the absence/on behalf of the Team Lead
- Managed proofreading procedures on projects from other writers in AP style and provided edits with language tailored to the audience

PRODUCER · BOYFRIENDS, LLC

10/2021 - PRESENT

- Directed a team of co-hosts, overseeing shooting schedules, contract finalization, and on-camera direction to ensure seamless production processes
- Conceptualized and structured seasons and episodes, managing all aspects of production from inception to completion
- Edited video and audio content using Adobe Premiere Pro, ensuring a captivating viewer/listener experience
- Implemented effective marketing strategies by sharing episode clips across various social media platforms to increase audience engagement and show visibility

OWNER · JDK PUBLISHING CO.

11/2015 - PRESENT

- Created a self-publishing imprint and supporting website via WordPress to promote two books, three short stories and a podcast through SEO-approved digital content, including blogs, photo and video collateral
- Promoted events and products using Mailchimp email campaigns and published social media content
- Applied knowledge of HTML, CSS and PHP to maintain and update website content, plugins and other elements

SALES ASSOCIATE · BANANA REPUBLIC

04/2010 - 08/2013; 06/2014 - 12/2015

- Drove sales through high-quality customer service, product knowledge and promotion/upselling of store products
- Ensured that store environment was organized, aligned to relevant schematics and held to standards of cleanliness

- Trained new hires and went through management training as recommended by store leadership for strong performance

WEB EDITOR · HIBU

08/2013 – 03/2014

- Advised clients on web development and content strategies aligned to Hibu’s quality assurance standards
- Applied industry best practices to all aspects of content development and web design in partnership with internal teams
- Recognized by leadership for quickly acclimating and meeting very tight deadlines shortly after hire

OWNER & EDITOR · THECUFFLINK

07/2011 – 07/2014

- Successfully pitched articles to PR agencies and fashion brands (e.g. Uniqlo, Nautica) covering the fashion industry
- Developed, edited and optimized all written, digital (social and marketing) and visual (photo and video) content
- Scheduled and managed social media posts to promote website and content to a variety of audiences
- Managed and updated website using self-taught knowledge of WordPress and other platforms such as cPanel/GoDaddy

CERTIFICATIONS

GOOGLE TAG MANAGER · GOOGLE

2020 | RENEWAL IN PROGRESS

SEM RUSH FOR DIGITAL AGENCIES · SEMRUSH ACADEMIES

2020 | RENEWAL IN PROGRESS

GOOGLE ANALYTICS · GOOGLE

2019 | RENEWAL IN PROGRESS

BACHELOR OF ADVERTISING SPECIALTY INFORMATION · ADVERTISING SPECIALITY INSTITUTE

2016

EDUCATION

BACHELOR OF ARTS · ENGLISH

2009

Temple University

TECHNOLOGY

WordPress · Mailchimp · Canva · Ahrefs · HTML · CSS · PHP · TikTok · Facebook · Twitter · Instagram · Microsoft Office · Adobe Premiere Pro