Marketing’s real goal is to create fans of a brand; building communities based on shared experiences and interests. Accomplishing this must start internally with teams passionate not only about their projects but also about working together. Understanding what others bring to the table and respecting the importance of their role on the team is vital to fostering healthy and empathetic working environments. With over five years of combined marketing and design work, Jason Baesel seeks to use his multidisciplinary experience to improve the effectiveness of marketing teams and create uniquely engaging moments to connect consumers with brands.

# EXPERIENCE

**Marketing Manager**Malaria Partners International \ Seattle, WA, USA \ 2019 - 2021

* Established MPI’s social media presence and developed its social media strategy to grow its audience from zero to 300 followers on Instagram and 2000 to 2500 followers on Facebook during 2020.
* Assisted managing a social media intern in the implementation of social media strategy
* Developed marketing strategy and implemented tactics to counter industry-wide downturn in donations during the 2020 quarantine.
* Created and grew the Malaria Partners International (MPI) Webinar Series from 40 viewers to regularly over 120 viewers each month. Partnered with major organizations such as The Global Fund, USAID, and The Bill & Melinda Gates Foundation.

**Freelance Designer**
Baesel Design \ Seattle, WA, USA \ 2014 - 2019

Developed promotional designs, branding, and identity for small businesses and non-profits.

**BAS, Digital Marketing**Bellevue College \ 2018 - 2021

# EDUCATION

**Certificate in Editing (writing)**
University of Washington \ 2015

**BAS, Digital Art and Design**
Full Sail University \ Orlando, FL, USA \ 2007 – 2010

**Jenny Andrews**
Executive Director
Malaria Partners International
Jenny.Andrews@MalariaPartners.org

# REFERENCES

**Ariel Delaney**
Gates Foundation | Malaria Partners International Ariel.Delaney@MalariaPartners.org

* Google Ads
* Google Shopping Ads
* Google Ads Search
* Google Analytics
* HubSpot Content Marketing
* HubSpot Email Marketing
* HubSpot Inbound Marketing

## CERTIFICATIONS

* Relationship Marketing
* Research
* Data and Metrics Interpretation
* Content Marketing
* Content Development
* Writing
* SEO/SEM
* Advertising
* Salesforce
* Hootsuite
* Mailchimp
* Windows
* Mac OS
* Adobe Suite
* Layout and Design

## HARD SKILLS

* Strategy Development
* Critical Thinking
* Curiosity
* Creativity
* Collaboration
* Communication

## SOFT SKILLS

484-431-1295

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Marketing & Design

# ABOUT

**Photography**

**Video Gaming**

**Crafts/Woodworking**

**Road Trips**

## HOBBIES

Jason Baesel