

# Jared Guasch

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Portfolio: <https://www.clippings.me/jaredguasch>

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## Content Marketing Specialist

Highly motivated team player who manages multiple projects and works well under pressure to meet short deadlines. Led an increase in brand awareness by creating engaging copy that connects with business audiences in the tech and healthcare spaces through storytelling, thus increasing conversions by 25%. A strategic thinker and results-driven marketer passionate about creating breakthrough content for brand's while also increasing their ROI.

## WORK EXPERIENCE

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### GoTu Tech • Miami, FL • 10/2023 - 06/2024

#### Demand Generation Specialist • Full-time

- Conducting email A/B tests to understand consumer behavior trends, then track the analytics of these tests and document the results and the business impact of the copy to share with the team
- Used engagement & conversion-based KPI's to develop copy that tells a story to our active & churned customer base, averaging a 40-45% engagement rate.
- Completed cross-departmental company rebrand and now collaborate across the organization to develop varying marketing materials. (emails, ad copy, landing pages, newsletters, tradeshow followups)
- Establish and manage multiple multi-channel outreach campaigns and use results to develop brand messaging & content
- Conduct weekly market research to provide content ideas for mid-and-top funnel brand and product launch campaigns

### Varonis • 02/2022 - 06/2023

#### Territory Development Representative

- Responsible for digital marketing/inbound marketing to effectively target new business development for SaaS rollout.
- Consistently exceeded quotas by an average of 115% by developing unique cadences in Salesloft to increase pipeline
- Increase conversions by optimizing campaign performance with error-free copy that follows company's style guidelines
- Identified new business opps. by researching target personas and their buying intent to enhance marketing messaging
- Worked autonomously to track, report, and improve program performance through CRM (HubSpot and Salesforce)

## EDUCATION

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### Bachelors in Marketing

Florida International University • Miami, FL • 06/2019 - 12/2021

## CERTIFICATIONS

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### SEMRush Content Marketing & SEO Fundamentals • 09/2024 - Present

### HubSpot Digital Marketing • 06/2023 - Present

## SKILLS

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A/B Testing, B2B/B2C Marketing, Campaign Management, Content Development, Copywriting, Creative Writing, Data Analysis, Digital Communications/Marketing, Email Marketing, Lead Generation, Marketing Automation, Market Research, Project Management, SEO, Social Media Marketing, Storytelling

**Tools:** Asana Software, Canva, ChatGPT, Demandbase, Google Analytics, Google Suite, HighSpot, HubSpot, LinkedIn, Livestorm, Meta, Microsoft Office, Monday.com, Salesforce, SalesLoft, SEMRush, Smartsheet, Typeform, Wordpress