

Jeremy Paredes

Email

jeremy.paredes@gmail.com

Cell

571.275.4613

Online

www.jeremyparedes.com

RELEVANT EXPERIENCE

The Barbarian Group — New York, NY

Account Services / Strategy (May - Aug 2010), Freelance Strategist (Aug 2010 - Mar 2011)

- Developed strategies for the GE account, leading an in-depth research plan into their consumer audience
- Tapped to develop strategies for Lenovo, Bloomberg, SKYY, Pepcid AC and various new business activities
- Wrote proposals, creative briefs, POVs and media plans for social media strategies and digital rebranding campaigns
- Regular contributor for the agency blog, offering insight into advertising, digital and social media news

RedPeg Marketing — Alexandria, VA

Account Coordinator (May 2007 - Jun 2009), Intern (May 2006 - Aug 2007)

- Served as operational lead and daily client contact for Rosetta Stone, Henkel, Zyrtec and Discovery Communications projects
- Directed the Intern Program, hiring and supervising 47 interns over seven semesters
- Crafted a formal training program for interns and juniors on professional skills and agency processes
- Drove operational processes by creating/managing timelines, writing client-facing reports and leading status meetings
- Managed budgets including profitability projections, PO activities, client invoicing, vendor relations and productivity reports
- Served as an agency producer for Bacardi and National Guard projects
- Worked on other accounts including GEICO, ABInBev, Texas Board of Tourism and Choice Hotels International

iMAGINE Alexandria — Alexandria, VA

Event Coordinator (May 2008 - Jun 2009)

Planned networking and fundraising events to cultivate the commercial creative community in the DC Metro area

Virginia Young Democrats — Harrisonburg, VA

Convention Director (Sep 2006 - Apr 2007)

Planned and managed all aspects of a 3-day, 150-person convention, including hospitality, logistics, marketing and finance

EDUCATION

VCU Brandcenter — Richmond, VA

Master of Science, Mass Communication – Expected May 2011

Program: Creative Brand Management (CBM)

- The CBM program trains students in business school fundamentals, strategy and creativity to fuel a brand's bottom line
- Elected student body president, maintaining organizational culture and mediating issues between students, faculty and staff
- Teaching assistant for the VCU Advertising undergraduate program for three courses (Jan - May 2010)

James Madison University — Harrisonburg, VA

Bachelor of Science, Communications – May 2007

Double Major: Corporate Media and Public Relations

- Elected as an executive board member in marketing & communications for the JMU Program Board (Nov 2003 - May 2007)
- Managed the implementation of marketing & PR plans for over 50 events including Maroon 5, 311 and the Black Eyed Peas

COMPUTER SKILLS

- Adobe InDesign
- Adobe Illustrator
- HTML and CSS Development
- Keynote, Pages and Microsoft Office
- Simmons/MRI
- ComScore

INTERESTS

- Music (Violinist and Pianist)
- Pastries and Baking
- Video Games
- Layout Design
- Politics
- Event Planning