

Jon Karish

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Summary

As a marketing specialist, I've been helping businesses produce effective content and generate the results they want: more customers, increased sales, brand promotions, and a competitive edge. I provide the tools and information they need to advance their image. With an impressive portfolio spanning several high end clients, my work has been called compelling, creative, and engaging. Check out my website and samples:

<https://jonkarish.com>

<https://linktr.ee/JonRacer3>

■ WHAT I OFFER

As an avid photographer and videographer, I specialize in short form video and photo/editing projects. Directing the strategy, development, delivery, and support including social media, I connect with your target audience and get your message in front of buyers. I've helped my clients build their brands and influence the power of video as part of their marketing strategy as their partner every step of the way.

■ WHAT I DO

- Listen to understand your unique needs and goals.
- Bring clarity to today's fast-paced creative market, helping you with the tools and strategies to meet your business goals.
- Inspire creativity and effective messaging.

■ CAREER ACHIEVEMENTS

- Increased engagement on Instagram™ and TikTok™ for NASCAR™ by creating unique videos utilizing diecast cars. Campaign gained the attention of professional drivers and raised brand awareness and website visits.
- Boosted audience attendance for Overdrive Raceway by storyboarding, scripting, and filming videos based on real-life NASCAR moments. Videos have become to date their best-performing.
- Produced campaign in collaboration with Super Digital™ to promote new XBOX™ expansion pack for Forza Horizon 5™ featuring Hot Wheels™.

■ SOCIAL MEDIA RESULTS

- Grew YouTube (<https://www.youtube.com/c/jonracer3>) following to over 150k subscribers to 30 million views and 1.2 million watch hours.
- Took Instagram from page development to over 250K followers in less than 3 years.
- Delivered over 4.7 million followers, 59.4 million likes, and 340 million views for TikTok page within 3 years showcasing creative content targeting a wide demographic.

■ AREAS OF EXPERTISE

Marketing Strategy · Online Content Creation & Strategy · Social Media · Interactive & Online Video Production · Video Gaming · TV · Websites · Advertising

■ PLATFORMS

Instagram · YouTube · Twitter · Facebook · TikTok

■ TECHNICAL SKILLS

Search Engine Optimization (SEO) · Logo Design · Website Building · Web Development · Editing · Video Editing · Adobe Premiere Pro · Audio Editing · Market Research · Digital Asset Management

Experience

Digital Media Specialist

Kratos Defense and Security Solutions

Aug 2023 - Present (7 months)

Social Media Manager

UCCS Swim Club

May 2021 - Present (3 years)

I managed and created content for @uccsswimclub during my time at UCCS and as a board member of the UCCS Swim Club.

Content Creation - @JONRACER3

Self-employed

Jun 2015 - Present (8 years)

My job responsibilities:

- Scheduling content publications across platforms.
- Crafting and editing content.
- Defining scope and adhering to all milestones and deadline.
- Sharing highly visible links to websites.
- Evaluating audience's feedback to ascertain their insights.
- Adhering to all sponsorship guidelines.

Education

University of Colorado Colorado Springs

Bachelor of Innovation, Digital Communication and Media/Multimedia

Aug 2020 - May 2024

Licenses & Certifications

HubSpot Inbound Marketing Certification - HubSpot

Issued Sep 2023 - Expires Oct 2025

Hubspot SEO Certification - HubSpot

Issued Nov 2023 - Expires Dec 2024

Ready to get started on your project? Contact me at jonpkarish@gmail.com