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## **Jared Burke**

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### **Marketing Communications Manager** in the Construction Industry

#### **SUMMARY**

- 13 years of combined experience in marketing and the construction industry.
- Led team to develop strategic business plan for market penetration, including analysis of organization's strengths, weaknesses, and competition.
- Skilled at providing clear, concise communication to team members.

#### **PROFESSIONAL EXPERIENCE**

##### **Marketing Communications Director**

HEMPHILL CONSTRUCTION, INC., Elmira, NY, 2010-present

- Restored company's presence in Singapore as a major construction supplier by rebuilding the Service Department.
- Developed, manage, and track annual communications budget of \$260K.
- Negotiate with vendors to constantly improve quality of service and resolve complaints, resulting in a 90% customer retention rate in first year.
- Lead joint Sales-Marketing meetings to coordinate activities and set realistic timelines for marketing projects and sales campaigns.

##### **Marketing Team Leader**

FREMONT BUILDERS, INC., Avon, NY, 2006-10

- Coached and directly managed marketing staff of five including a graphic designer and four copy writers.
- Developed and implemented marketing strategy for new merchandise program, resulting in significant sales growth.
- Ensured accurate budget management, daily operations, and prompt resolution of issues.
- Recognized by management for Excellence in Team Leadership, 2005 and 2006.

##### **Training Specialist**

YARROW & WHITE CONSTRUCTION, Buffalo, NY, 2003-06

- Set up and ran on-site training sessions for up to 28 staff per quarter; communicated results to management team.
- Served as liaison between staff and clients, earning their confidence with reliable follow-through and clear communication.
- Selected to conduct monthly webinars for new hires in all seven plants throughout the state.

#### **EDUCATION**

MBA, Marketing, 2005  
University of Buffalo, Buffalo, New York

#### **COMMUNITY SERVICE**

Elmira Chamber of Commerce, Fundraiser, 2009-present  
Construction Kings of America, Board Member, 2012-14