

# Jared Pashko

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## EDUCATION

**University of Maryland - College Park, MD**

Bachelor of Arts – Major: Economics/Minor: Jewish Studies – College Park Scholars: Public Leadership Seal

**May 2010**

**City University of Hong Kong - Kowloon Tong, Hong Kong**

Studied Southeast Asia economics on emerging countries

**January 2009 - June 2009**

## WORK EXPERIENCES

**Philly Friendship Circle – Philadelphia, PA**

**Outreach and Marketing Manager**

**Outreach Coordinator**

**Volunteer Coordinator**

**August 2017 - November 2018**

**August 2016 - August 2017**

**July 2015 - August 2016**

- Developed and implemented strategic plans for recruitment and engagement of 500+ clients at hundreds of events
- Managed creation of print, digital, and social marketing campaigns for 50+ programs/year, including, but not limited to, newsletters and fundraisers
- Coordinated and directed annual Walk-a-thon successfully achieving fundraising goal of \$100k+ and attendance of 600+
- Hired, trained, and supervised Marketing Specialists tasked with creating marketing content for above campaigns
- Analyzed and assessed programs, development, and operations and produced recommendations to Executive Director
- Created curriculum and facilitated 40+ meetings annually for introductory and leadership volunteer programs
- Established data oriented goals to improve attendance, consistency, and retention through program evaluations

**Beach Buggies LLC – Margate City, NJ**

**Founder**

- Created detailed business plan based on market research and secured \$50k+ from investors to launch business
- Responsible for compliance of legal/liability regulations; implemented customized CRM application; hired/trained 30+ employees
- Operated service-based business 7 days/week with successful acquisition and retention of 800+ customers
- Designed and cultivated a recognizable brand through print, digital, and social media marketing campaigns

**November 2012 – May 2017**

**Smash Productions LLC – Washington, DC**

**Executive Producer/Co-Founder**

- Established successful entertainment/technical production firm specializing in audio, video, and lighting solutions
- Developed and implemented strategies for sales, marketing, and pricing resulting in \$250k+ in annual revenue
- Managed customer relations, created detailed event proposals and acted as liaison between clients and production team
- Lead all aspects of event coordination including staffing, event design, equipment set up, and production of live events

**August 2007 – September 2013**

## LEADERSHIP EXPERIENCES

**University of Maryland Alumni Association Philly Chapter Board – Philadelphia, PA**

**January 2017 – Present**

- Acted as Treasurer for 1 year, managing financial ledger/bank accounts and providing updates at monthly board meetings
- Gained approval of Chapter Board to design networking events targeting young alumni demographic
- Represent UMD at high school college fairs to increase freshman recruitment

**Audio Visual Engineer – Philadelphia, PA**

**January 2014 – Present**

- Consult with non-profit organizations to assess their AV needs, provide recommendations and produce events
- Design and coordinate audio engineering for performances/rehearsals of large cast community theater productions – 25+ to date

**Special Needs Consultant – Rockville, MD/Philadelphia, PA**

**December 2010 – Present**

- Lead trainings and workshops on inclusion and value of social support for individuals with disabilities
- Supervise high school program to promote meaningful relationships with children, teens, and young adults with special needs

**Ohev Shalom of Bucks County Board of Directors – Richboro, PA**

**March 2014 – May 2016**

- Served as Membership Chair and provided membership updates at monthly Board of Directors meetings
- Created strategic plans to improve community outreach through targeted mailings and local media coverage
- Contributed significantly to board meetings on leadership initiatives and crucial decisions impacting congregation, plans, and short- and long-term business decisions

## INTERESTS

International Travel (22 countries including Central America, South America, Europe, Middle East, and Asia Pacific), Yoga, Meditation, Fitness & Exercise, Food, Cars, Boats, Water Sports, Video/Audio Editing Painting, Graphic Design, Sculpting & Woodworking