JARED WIGAND

MARKETING LEADERSHIP | BRAND STRATEGY | CREATIVE DIRECTION

Centennial, CO | 303-725-0982 | jwigand@foundjared.com | foundjared.com

Marketing and creative leader with **20 years of experience** across business ownership, broadcast media, and digital marketing. Built a Colorado media and marketing business from an acquired social platform. Leads brand strategy, client partnerships, and campaign production, with work generating **10M+ organic views in a single month.** Connects business objectives with audience insight and creative execution, directing talent and production from concept through delivery.

PROFESSIONAL EXPERIENCE

I'M FROM DENVER

2019 - Present

Co-owner & Chief Operating Officer

Acquired an existing social platform and developed it into a Colorado media and marketing business. Lead business operations, content strategy, brand partnerships, and client campaign production.

- Helped grow @imfromdenver to **575K+ followers**, reaching millions organically each month.
- Developed and produced Mountain States Toyota content that generated **10M+ organic views in a single month.**
- Develop social campaigns and streaming TV (OTT) advertising for automotive clients, including Tynan's Nissan and Volkswagen. Use original scripts, humor, and dealership personalities to distinguish brands in a crowded market.
- Direct production from concept and script through filming and editing. Guide employees, freelancers, and crews, adapting on set to bring out natural performances from people with limited camera experience.
- Interpret content performance and audience behavior to guide creative and distribution decisions, drawing on hands-on experience in content management and social publishing.

YOLO RUM

2012 - 2022

Owner & Chief Content Officer

Led digital branding and creative for an award-winning rum sold nationwide, concurrent with other media roles.

- Directed digital creative and campaigns supporting online sales and orders; oversaw website performance and the brand's online presence.
- Received a **2018 invitation to Google** in Silicon Valley in connection with Yolo Rum's search engine optimization work without Google AdWords.
- Shaped the brand's story and created content to engage its community of micro-investors.

PROFESSIONAL EXPERIENCE / CONTINUED

MAX MEDIA

2018 - 2019

Digital Director

Worked with station talent and sales teams at FLO 107.1 and Jammin' 101.5 to develop on-air and digital advertising for clients.

- Increased website traffic by **more than 400%** during tenure as Digital Director.
- Managed social content and website updates for on-air talent, connecting broadcast programming with digital campaigns.

KS107.5

2006 - 2016

Producer & On-Air Talent | Producer WIGNZ

Produced and appeared on Colorado's #1 morning show with Larry, Kendall, and Kathie, working across live programming, commercial production, and digital content.

- Built and maintained the station's website and social presence. Website work received a **Colorado Broadcasters Association Best Station Website award.**
- Created social content beginning in 2007, extending the show beyond radio and adapting creative work as platforms and audience habits evolved.
- Directed video and audio productions and performed commercial reads and voice-over work, translating brand messages and on-air personalities into finished content.

EDUCATION & RECOGNITION

University of Colorado Boulder
Bachelor of Arts in Film Studies

Daniels Fund Scholar | 2003
Selected for strength of character, leadership potential, and commitment to community service.

CAPABILITIES & TOOLS

Strategy and leadership: Creative direction, content strategy, brand partnerships, production leadership, and talent direction.

Social and performance: Content management, social media strategy, audience insights, performance interpretation, and platform optimization.

AI: ChatGPT for research, concepts, scripts, and content variations; AI image generation and editing for visual development.

Production: Adobe Premiere Pro, Final Cut Pro, Photoshop, Canva, podcast production, live streaming, and voice-over.

Web and marketing: WordPress, search engine optimization (SEO), and CRM workflows; prior hands-on experience with Meta advertising tools.