



# AARON JAROSH

## CREATIVE DIRECTOR

### WORK EXPERIENCE

#### 2019 - Present | Bailey Lauerman

##### Associate Creative Director > Creative Director

- Lead creative ideation and development on Bosch Automotive, Bosch Tools, Iowa State University, American National Bank, and new business.
- Collaborate with account, strategy and media teams to build campaigns, manage projects and keep client work on-brief, efficient, and optimized to achieve client goals.
- Led the team that two, fully-integrated campaigns for Bosch Wipers in three years.
- After winning an agency review, I led the launch of the largest campaign for Bosch Tools in more than 10 years.

#### 2015 - 2016 | Swanson Russell

##### Copywriter/Producer

- Ideated, wrote and produced across media channels, including broadcast TV, radio, print, digital, email, social media and more.
- Partnered with designers, developers, media vendors and production companies to execute and implement work.
- Clients: Briggs & Stratton, Textron Offroad, Runza

#### 2011 - 2014 | Cake, Havas Media, Havas SE

##### Social Marketing Manager > Associate Creative Director

- Led strategic and creative development, as well as client relationship management across all clients.
- Managed digital, video, PR projects from start to finish.
- Promoted after two years to Associate Creative Director, working with the strategy team to develop and oversee creative campaigns across agency clients while managing six social client teams creating ongoing content.
- Clients included: Volvo, Keurig, I Love NY, Food Network

### EDUCATION

#### 2006 - 2010 | University of Nebraska—Lincoln

##### Bachelors of Journalism, Advertising

### CONNECT/FOLLOW

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#### 2016 - 2019 | Bailey Lauerman

##### Digital Strategist

- Worked across agency clients to create digitally-focused campaigns and manage social media strategy and content creation.
- Collaborated with creative and strategy teams to ensure cohesion between social and other advertising plans.
- Managed two team members to help execute social media content on an ongoing basis.
- Produced video content for social channels, working with production teams execute at a high-level for low cost.
- Clients: Phillips 66, Cuties, Disney,

#### 2014 - 2015 | Brickhouse Productions

##### Head of Creative, Producer

- Led creative development for pitches, bids, and active video projects— building overarching creative ideas, series constructs, writing treatments, outlines and scripts.
- Focused on producing once projects were sold in, planning: location, crew, talent, travel, gear and anything else the production called for.
- Clients: Greyhound, Inc. Magazine, The Webbys

#### 2010-2011 | Neebo (Nebraska Book Company)

##### Marketing Specialist

- Led brand partnerships, ongoing social media strategy/ management in collaboration with 75 college bookstores across the country.
- Managed 25-person campus brand ambassador team
- Helped concept, produce and manage large-scale events.

### CLIENT EXPERIENCE

Phillips 66

Disney Parks

Bosch Automotive

Bosch Power Tools

Netflix

Cuties Clementines

Volvo

Keurig

SCUBAPRO

Food Network

I Love NY

Pernod Ricard

Greyhound Bus Lines

University of Nebraska

Iowa State University

The Webbys