Jared Bell

Fort Lauderdale, FL | jbell62703@gmail.com | jaredebell.com | linkedin.com/in/jaredebell1

Marketing graduate who designs and builds brands, websites, and apps for startups and growing businesses. Pairs consumer research and campaign strategy with hands-on technical execution.

Education

Florida Atlantic University, Boca Raton, FL — May 2026
Bachelor of Business Administration, Marketing — *Magna Cum Laude*

Work Experience

OHPI, *Founder & Developer (Self-Employed)*, Remote — Oct 2026 – Present

- Conceived OHPI (On Hand Personal Inventory) from a personal need and independently took it from idea to a live TestFlight beta in one month, owning design, development, and launch as a consumer-ready product.
- Designed natural-language entry that sorts what users type or say into 18 organized lists, with Face ID-protected storage for sensitive items and Siri and widget quick entry, and created the brand identity and launch website (www.ohpi.app) with a beta waitlist.

db5ive, *Brand Designer & Web Developer (Freelance)*, Remote — Aug 2026 – Present

- Developed the brand for a newly launched consulting practice, creating the logo and brand identity, delivering the founder a credible, professional presence for future ventures.
- Built and launched the full website, a responsive, accessible 13-page site with case studies, services, coaching and testimonials, with clear calls to action that drive visitors to start a conversation, and set up the company's email and accounts.

Casa Carlini, *Marketing Intern*, Remote — Feb 2026 – May 2026

- Developed digital marketing and audience engagement strategies to support brand growth and cross-platform consistency, backed by competitive analysis and market research on content trends, audience positioning, and engagement opportunities that informed long-term marketing strategy.
- Built campaign planning systems including editorial calendars, creative briefs, and content workflows to improve organization and streamline campaign execution.
- Led the release campaign for *The Marilyn Diaries*, planning the rollout and designing and publishing the social content.

Alpha Epsilon Pi (Chi Chapter), *Vice President,* East Lansing, MI — Nov 2022 – Mar 2023

- Supported strategic planning and executive-level operations for a 100+ member organization, leading the Chapter Operations Board for high-capacity events with 500+ attendees while ensuring compliance and risk management, and managing and tracking a $200,000+ semester budget.

Swimquest LLC, *Manager (Promoted from Front Desk Associate)*, Millburn, NJ — Mar 2018 – Jan 2023

- Managed daily operations for a high-volume swim facility, overseeing up to 9 instructors and trainees per shift, while supporting new-location revenue growth through relationship-based client engagement and lesson package sales and processing 500+ swimmer registrations per quarter.

Certifications and Skills

- Development: SwiftUI, Cloudflare, Supabase, Resend, TestFlight
- Analytics and Research: RStudio, Python, Tableau, Qualtrics, SQL
- Brand and Creative: Adobe Photoshop, Premiere Pro, After Effects, Canva
- Microsoft Office Specialist Certification | March 2025