

Jarond Suman**Creative Storyteller // Event Director // Marketing Consultant**

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Summary

Dynamic Director of Marketing & Content with over 20 years of proven expertise in digital media, video production, and strategic marketing. Renowned for delivering impactful, data-driven marketing strategies that optimize SEO, PPC, and social media performance. Adept at leading cross-functional teams and collaborating closely with program stakeholders to meet goals and timelines while ensuring a cohesive experience across events. Experienced in building out hybrid experiences to engage key community and customer audiences, particularly within the developer community. Skilled in using project management software to manage tasks across the event lifecycle and continually improving processes, resource allocation, and program effectiveness. Recognized for driving employee engagement, fostering a culture of innovation, and crafting targeted experiences for diverse audiences.

Professional Experience**Founder & CEO | Videotronic, Inc.**

Provo, UT | April 2003 – Present

- Spearheaded strategic planning and operational management, growing the company's digital media and video production services.
- Directed end-to-end video production for web, social, and broadcast media, achieving high client satisfaction and brand loyalty.
- Delivered innovative visual content using industry-standard tools (Adobe Premiere Pro, Final Cut Pro), enhancing customer engagement across multiple platforms.
- Championed creative storytelling techniques, employing advanced visual effects, sequencing, and audio design to produce compelling narratives.

Digital Marketing Consultant | Netgain Solutions, Inc.

Lehi, UT | June 2023 – February 2024

- Conceptualized and produced content for the "SC Corner Podcast," boosting audience reach via YouTube and digital channels.
- Executed comprehensive digital marketing campaigns that increased brand visibility, optimized web traffic, and improved conversion rates.
- Managed social media strategies, growing brand presence on Facebook, Twitter, Instagram, and NetSuite platforms.
- Collaborated with designers, developers, and content creators to produce engaging digital assets, driving user engagement and sales.

Digital Media Consultant & Content Marketing | Tranont

Lehi, UT | December 2018 – August 2020

- Produced and emceed over 150 combined in-person and virtual events at Tranont and O.C. Tanner, managing AV pre-production, show production, and B2B booths.
- Six-plus years of experience in event management in the B2B, high-tech space, handling both in-person and virtual productions.
- Led vendor management for hotels, event venues, production/AV vendors, broadcast partners, and creative agencies.

- Exhibited exceptional project management skills, ensuring proactive planning and the ability to juggle multiple high-priority events and work streams to execute on time.
- Worked in a highly cross-functional, remote organization, utilizing tools like Slack, Google Drive, Asana, and Trello to drive deliverables and effective communication across teams.
- Represented the company at conferences, demonstrating professionalism, insightfulness, and a calm demeanor under pressure, while making decisions on behalf of the company.
- Travelled approximately 15% for conferences and events, continually learning and developing new skills in a fast-paced environment.

Digital Media Consultant & Content Marketing | Instructional Designer | O.C. Tanner Company

Salt Lake City, UT | September 2005 – September 2018

- Led the production of over 150 combined in-person and virtual events at O.C. Tanner and Tranont, overseeing AV management, vendor coordination, and booth construction for B2B events.
- Demonstrated expertise in vendor management, including coordination with hotels, AV production vendors, and creative agencies, ensuring smooth event execution.
- Proven ability to work within a cross-functional organization in a remote capacity, leveraging communication tools like Slack and Google Drive to align on deliverables and project timelines.
- Utilized project management tools such as Asana and Trello to handle multiple high-priority events, ensuring timely execution and attention to detail.
- Represented O.C. Tanner at industry events, making critical business decisions and maintaining professionalism under high-pressure situations.
- Exhibited strong business acumen and ability to adapt quickly in a startup environment, contributing to the success of the company's event strategy.

Education

Master of Educational Technology, Instructional Design

Utah State University | Logan, UT | April 2006

Bachelor of Science, Film

Utah Valley University | Orem, UT | April 2004

Associate's Degree, Spanish

Utah Valley University | Orem, UT | April 2002

Skills

Digital Marketing Strategy
 Video Production & Editing
 SEO & PPC Optimization
 Social Media Management
 Cross-functional Team Leadership
 Brand Development & Storytelling
 Adobe Creative Suite & Final Cut Pro
 BrightSign Content Management
 Event Management
 Fluent in Spanish