

JEREMY BECK

Creative Strategist | Marketing Director | Brand & Content Architect

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SUMMARY

Marketing strategist and creative director who builds what I plan. With 10+ years spanning brand development, digital campaigns, content strategy, and creative execution, I close the gap between big-picture strategy and the work that ships — websites, ads, materials, and campaigns — for startups and agencies that need one person who gets all of it.

SKILLS

Strategy & Marketing: Campaign Management, Brand Development, Digital Advertising (Google Ads, Meta Ads), SEO/SEM, Content Strategy, Market Research, Audience Segmentation

Creative Execution: Creative Direction, Copywriting, Marketing Materials (InDesign, Canva, Adobe Express)

Web & No-Code: Webflow, Wix, Squarespace, Softr, Airtable — design through deployment

Analytics & Tools: Google Analytics, SEMrush, CRM & Email Marketing, A/B Testing, Performance Reporting

AI-Powered Workflows: Claude, ChatGPT, Gemini — accelerating research, content, and campaign development

Collaboration: Stakeholder Management, Cross-Functional Team Leadership, Client Presentations, Agile

EXPERIENCE

Founder & Creative Director · Synepost

March 2026 – Present

- Conceived and launched SYNEPOST from zero — owning the full product strategy, brand identity, and go-to-market approach end-to-end.
- Designed and built the company website and all marketing materials, maintaining brand consistency across digital and print touchpoints.
- Developed and executed content strategy, social campaigns, and brand positioning that defined the voice and drove audience growth.

Freelance Creative Strategist · Remote

June 2024 – Present

- Lead marketing strategy, content development, and brand positioning for startup and agency clients across digital and physical channels.
- Build and optimize client websites (Webflow, Wix, Squarespace, Softr); manage Google Ads and Meta campaigns with focus on conversion and ROI.
- Leverage AI-powered tools (Claude, ChatGPT) to accelerate research, copywriting, and campaign execution without sacrificing quality.

Lead Brand Strategist · Brydgit – Englewood, NJ

Aug 2023 – June 2024

- Directed brand messaging, competitive analysis, and user research to sharpen product-market fit for a real estate tech startup.
- Drove a 120% increase in user sign-ups through strategic positioning and conversion-focused design decisions.
- Partnered with marketing and dev teams to launch targeted campaigns, landing pages, and digital content aligned with user insights.

Senior Account Executive · Knightsbridge Park – New York, NY

Sept 2021 – July 2022

- Managed SEO strategy and paid media (Google Ads, Meta) for major real estate clients including RXR, Extell, and Related — leading to full sellout of multiple developments.
- Leveraged Google Analytics and SEMrush to deliver data-driven recommendations and continually optimize campaign performance and targeting.

Operations & Marketing Director · SB Realty – West Hempstead, NY

Oct 2018 – Sept 2021

- Launched a new branch using a full strategic marketing plan, generating \$350K in commissions in the first fiscal year.
- Revamped digital strategy via analytics and automation, achieving 87% increase in website traffic and 200% social media growth.

- Redesigned brand, website, and value proposition; managed budgets, vendors, and all creative output across digital and print.

Chief of Staff · Mission Media – Brooklyn, NY

Jan 2017 – Jan 2018

- Developed strategic marketing campaigns supporting brand launch and charitable initiatives; managed budgets and creative direction.
- Led audience research and competitive analysis for RFPs, producing winning design and marketing proposals.

Communications Manager · Ariel Property Advisors – New York, NY

Jan 2015 – Jan 2017

- Led full-spectrum marketing strategy (digital, social, print, OOH) and oversaw a team of designers, developers, and marketing vendors.
- Authored market reports and thought leadership content published on major industry platforms; managed CRM and email marketing systems.

EDUCATION

General Assembly, NYC · User Experience Design Immersive · UX Trailblazer Award Recipient

Google Ads Certification

Hofstra University, Lawrence Herbert School of Communications · Bachelor of Arts · 2014