



# JACOB CRANE

MARKETING DIRECTOR | BRAND & CREATIVE STRATEGY

## CONTACT

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📍 San Diego, CA → New York, NY  
(relocating)

## CORE EXPERTISE

### Brand & Strategy

- Brand identity systems
- Creative direction
- Marketing strategy
- Recruitment & growth marketing
- Brand positioning

### Design & Digital

- Graphic design
- Website design & development
- Adobe Creative Cloud (10+ years)
- Visual systems & templates

### Marketing & Operations

- Social media & digital marketing
- SEO fundamentals
- Project & team management
- Budget & vendor management
- Public relations

## EDUCATION

### Certificate of Completion

#### University of the Nations

Spent 3 months in Kona, Hawaii studying film and 3 months in Papua New Guinea with the school's outreach program where we traveled from village to village living with the locals.

### High School Diploma

#### Lake Havasu High School

Graduated with 3.8 GPA and specialized in Journalism and Photography where I won awards and was certified in most Adobe products.

## PROFESSIONAL SUMMARY

Marketing Director and Brand Strategist with 7+ years of design experience and 3+ years building and scaling in-house marketing departments. Proven ability to lead creative teams and develop brand systems that drive growth across multi-office organizations. Background in graphic design, web development, and creative leadership with a hands-on, results-driven approach.

## SELECTED IMPACT & PROJECTS

- Built and implemented scalable brand and marketing systems adopted across multiple offices
- Developed agent-focused brand packages and digital platforms
- Led branding and marketing workshops focused on growth and positioning



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## WORK EXPERIENCE

### Director of Marketing

Keller Williams

January 2023 - Present

- Built and led an in-house marketing department serving three offices across San Diego County, supporting almost 500 agents.
- Managed a team of 4 creatives to execute print, digital, and web marketing initiatives as well as increase our profit, recruiting, and retention numbers.
- Oversaw creative production across print, digital, and web, elevating brand perception and engagement.
- Developed and implemented comprehensive brand systems, style guides, and templates to ensure cohesive visual identity unique to each office.
- Built and maintain company and agent-specific websites, aligning with personal branding.
- Consulted directly with agents and teams on branding, positioning, and marketing strategy.
- Taught recurring classes on brand building, marketing systems, and social media strategy.

### Director of Agent Services / Tech Trainer

Keller Williams La Jolla

July 2022 - January 2023

- Led agent onboarding, orientation, and one-on-one training sessions.
- Managed intake and transition processes to ensure smooth agent onboarding and operational consistency.
- Trained agents on CRM systems and marketing platforms, increasing adoption and efficiency.
- Collaborated with leadership to support recruiting strategy and internal growth initiatives.
- Built and maintained vendor relationships to expand company resources.

## REFERENCES AVAILABLE UPON REQUEST