

Jerry Huerta

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Professional Summary

Marketing professional with expertise in social media strategy, email campaigns, and video production. Proven ability to increase engagement by 15–25% and generate sales exceeding \$500k through digital initiatives. Experienced in real estate sales, content creation, and client relations with a track record of building lasting partnerships.

Skills & Certifications

Digital Marketing & Analytics: Instagram, X, LinkedIn, Facebook, Hootsuite Analytics, Mailchimp

Content Creation & Media: Canva, CapCut, Avid, Film Production, Video Editing, Lighting & Sound

Business Tools: Microsoft Office Suite, Website Design

Certifications: Hootsuite Social Media Marketing, Licensed Real Estate Agent

Experience

New Western Real Estate – Dispositions Agent (Currently Employed)

- Closed 5 property sales in the first year, over \$500k in volume
- Market properties to current and potential investors via email campaigns, calls, and meetings. Achieving 27 disclosures in a single month.
- Generated leads through social media (Facebook, Bigger Pockets, Connected Investors).

The Rookie League Foundation of Oklahoma – Communication Intern (May – Sept 2024)

- Promoted events and fundraisers, raising over \$50k for the foundation.
- Designed/distributed monthly newsletters via Mailchimp, increasing open rates by 26%
- Created website content that increased traffic by 21%.
- Developed and executed social media campaigns, boosting followers by 15%.

SaltGrass Steakhouse – Server (June 2022 – Feb 2025)

- Sold over \$55k of alcohol products.
- Recognized for achieving the highest customer satisfaction scores in the restaurant.

Zumiez – Sales Representative (Mar 2018 – Aug 2021)

- Grew store social media following by 105%.
- Increased store traffic by 22% through creative merchandising displays.

Projects

Marketing Projects: Rookie League Foundation campaigns, Brio Bowls strategy, SpaceX marketing plan, PlayStation market research, Carnival Cruises strategy

Creative Media Projects: Short film 'The Mailman,' Music Video 'Helpless,' 'Lover Boy' interview

Education

University of Oklahoma, Norman, OK – B.B.A. in Marketing (Graduated May 2024, GPA: 3.2)

Oklahoma City Community College – A.A. Digital Cinema Production (Graduated Fall 2019, GPA: 4.0)

Relevant Coursework

- Social Media Marketing
- Consumer Behavior
- Marketing Research & Analytics
- Strategic Communication
- Marketing Strategy & Policy
- Principles of Cinematography 1 & 2
- Film Editing & Digital Effects 1 & 2