

JASON ARNEL

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EDUCATION

High Point University, High Point, Nido R. Qubein School of Communications

High Point, North Carolina

Bachelor of Arts in Sport Management

Graduation: May 2026

PROFESSIONAL EXPERIENCE

Self Employed

Remote

Freelance Social Media & Marketing

August 2026- Current

- Provide freelance social media and digital marketing services with a specialization in real estate, supporting local businesses through website updates, SEO/AEO, blog content, and brand strategy.
- Develop platform-specific content, copy, graphics, and video based on client goals, target audiences, and local market trends.

Eb Stone Realty

Remote/Hybrid

Marketing Coordinator

April 2026- Current

- Led a strategic transformation of Eb Stone Realty's social media by integrating Palm Beach County lifestyle and real estate content, increasing views by 30% and strengthening engagement while directing audiences toward listings, landing pages, and lead-capture channels.
- Track Palm Beach County real estate, new developments, community openings, and market changes to inform timely content and marketing strategy.
- Attend luxury new-development sales galleries and property tours, translating firsthand project details into real estate copy, SEO/AEO content, landing pages, and social strategy.

Hype Boss™

Jupiter, FL

Marketing Associate/Content Creator

September 2025- April 2026

- Created multi-platform marketing assets and copy for Meyer Lucas Companies, adapting content to distinct brand audiences across social, web, and Google Business Profile.
- Supported ongoing client communications and marketing relationships by coordinating deliverables, maintaining brand standards, and translating client goals into content strategy.
- Managed distinct brand identities across multiple clients, adapting voice, visual style, and content strategy to each brand while maintaining consistency across platforms.

Meyer Lucas Real Estate

Jupiter, FL

Marketing Associate

September 2025- May 2026

- Manage the Jup Scoop Blog, researching Palm Beach County real estate, new developments, local openings, and community updates and turning that research into SEO/AEO-driven content that supports traffic and lead generation.
- Support agents and business development through branded marketing materials, client-facing digital assets, and coordinated marketing initiatives while maintaining consistent company positioning.

Business Development Intern

May 2025- August 2025

- Built and updated website content and new-development/community pages, completing on-site SEO optimizations and writing search-focused real estate copy to improve visibility and lead capture.
- Collaborated with agents on personalized marketing and helped grow the Meyer Lucas Interns Instagram through lifestyle-driven storytelling, translating local market knowledge into engaging social content.

High Point University Athletics

High Point, NC

Marketing Associate

November 2023- December 2025

- Supported fast-paced marketing campaigns and event promotions, coordinating with supervisors, staff, and campus partners to execute initiatives smoothly.
- Developed promotional materials and audience-facing communications for athletic events to drive attendance, awareness, and fan engagement.

LEADERSHIP & SKILLS

Delta Chi | Risk Manager, Aug 2023-Nov 2025:

- Served as campus ambassador and coordinated with university and national leadership to support safe, compliant events.

Skills: Microsoft Excel, PowerPoint, Word, Canva, CapCut | SEO/AEO, website content, social media strategy