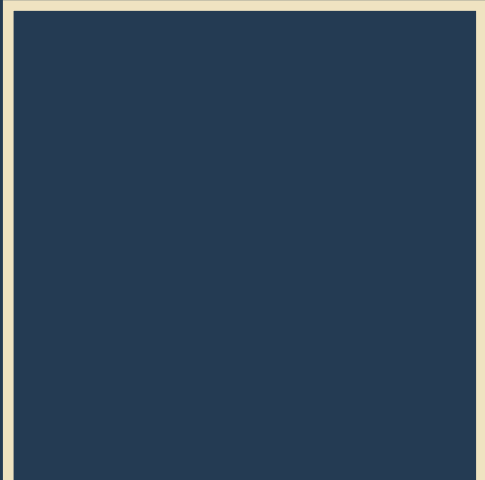




# **PORTFOLIO**

## MARKETING & DESIGN



*Jarod Wescott - Marketing, Media & Design Professional*

# WELCOME

My name is Jarod Wescott. I am a Marketing & Design professional with over 10 years of experience leading the marketing and branding of companies from small mom and pop shops to multi-billion dollar organizations. I have management and hands-on experience in marketing, design, customer service, and sales.

This expertise in every part of the design process, sales pipeline, and customer lifecycle allows me to visualize how a piece of marketing content will be experienced by a user and utilized by sales and service teams.

This gives me the ability to identify potential issues in early development, which saves time, money, and reduces stress for marketing and design teams that already frequently work on tight deadlines.

My approach to every marketing campaign is to first focus on the target audience, create a compelling title, prioritize/identify pertinent information, then develop visuals that will attract and hold attention. Creating something entertaining and easily digestible should always be part of the conversation, to stand out in today's fast-paced information environment.

When it comes to managing teams to execute these tasks my goal is always to create an environment where there is less noise: being very organized, very clear with expectations, setting deadlines, being open to concerns, taking feedback, and allowing people to feel comfortable to be themselves. Nothing hurts teams more than unneeded tension when you're all in the same boat.

Jarod Wescott



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MSCU Helping Other People Eat Fundraiser

# FUNDRAISING

This fundraising campaign was developed for the Central Lincoln County YMCAs Annual Appeal. The goal was to focus on community and solidify the YMCA’s place in it by a strong message that showed support during Covid. The campaign raised over \$400,000.

**YEAR:** 2019  
**BUSINESS:** CLC YMCA



# CARD ART

FFCU was established in 1935 when a group of high-ranking firefighters pooled money together to help rookies buy their gear. I highlighted components from firefighter culture to reflect that unique origin story and create that connection every time they reach for a card in their wallet.

**YEAR:** 2026  
**BUSINESS:** Firefighters First Credit Union



Graphic Design



# BERGERON TREE EXPERTS

Bergeron Tree Experts is an arborist service specializing in tree removal in high risk locations. They have over 80,000 followers on Instagram, so when I was approached to do a photoshoot on one of their jobs I delivered not only photos, but also a number of these pop-out style shots as attention grabbers on social media.

**YEAR:** 2026  
**BUSINESS:** Bergeron Tree Experts

Graphic Design

# FFCU REBRAND

The goal of this rebrand was to modernize Firefighters First Credit Union's identity while staying true to the values and community it has built since its inception in 1935. The rebrand created a fresh, contemporary look and feel that reflects strength, trust, service, and a commitment to firefighters and their families, while also leaning into the gritty, rugged nature of the fire service.

Switching from the softer maroon and blue of their previous branding has made the brand more recognizable and reflective of the fire community. This evolution included the added challenge of unifying the brand for a cohesive feel across a broad range of subsidiaries to showcase FFCU as a trusted partern, not just a financial institution.

**YEAR:** 2025-2026  
**BUSINESS:** Firefighters First Credit Union

Click or Scan  
**SEE THE BRAND BOOK**



# LOGO DESIGN

A strong logo is essential because it creates an immediate visual impression of a brand and helps make it recognizable and memorable. Good logo design communicates a company’s personality, values, and professionalism in a simple, effective way.

**YEAR:** 2024-2026  
**BUSINESS:** Merry Farms,  
Fish Head Gear CO, FFCU



Farm & Farm Shop

Branding & Logo Design



FFCU Event Logo



Outdoor Brand



# BRAND DEVELOPMENT

When I was approached by Trust In Us, they had no dedicated branding to speak of. All of their materials were black and white and they relied heavily on word of mouth to reach new clients. As a personal care agency, their brand needed to feel soft and approachable but also stand out in a crowded home health space. Since the rebrand and the addition of more digital advertising they have grown rapidly and expanded with another branch in Miami, Florida.

**YEAR:** 2024  
**BUSINESS:** Trust In Us LLC

Branding & Logo Design

# MMC WOOD FIRED GRILL

The focus of this shoot was to capture the Maine Metal Craft Wood Fired Grill in an authentic, outdoor environment that showcased its versatility and ease of use. The creative direction centered around a weekend bird hunting trip highlighting key features such as portability, setup, and cooking performance. A mix of lifestyle imagery, detailed product shots, and action-focused photography helped tell a complete story with content that feels adventurous, practical, and aspirational.

The goal was to bring this grill to life by balancing beautiful lifestyle storytelling with clear demonstrations of how the grill operates and fits seamlessly into the car camping experience.

**YEAR:** 2025  
**BUSINESS:** Maine Metal Craft



Click or Scan  
**WATCH THE VIDEO**



*Maine Loon 2025*



*Belmont F.D. & FFCU 2026*



**WATCH THE SOCIAL VIDEO**  
Click or Scan



*Maine Wood Heat 2024*



*Maine Fox Kits 2026*



*FFCU Ground Breaking 2024*

*Photography & Video*

*Photographny & Video*

# FIRELINE

Fireline is an editorial platform by Firefighters First Credit Union, created to connect with the firefighting community through stories, insights, and useful financial information. The publication serves as a trusted resource that goes beyond financial services, highlighting the people, experiences, and values that define the fire service while providing content that is relevant to members and their families.

Since its start, Fireline has become an important expression of the Firefighters First brand with compelling photography, strong storytelling, and a consistent visual identity.

**YEAR:** 2025  
**BUSINESS:** Firefighters First Credit Union



Click or Scan  
**SEE THE BOOK**



## CULTURE BOOK

This book was created to give to every new employee of Firefighters First Credit Union so they could develop a better understanding of what it means to be a firefighter. This resource aimed to cover the complete firefighting experience, from shifts, apparatus, rankings, politics, and much more. This book has allowed Firefighters First to foster better community and improve their level of service.

**YEAR:** 2025  
**BUSINESS:** Firefighters First Credit Union



**SEE THE EDITORIAL**  
Click or Scan

# CAMPAIGN DEVELOPMENT

At both MSCU and FFCU I have created numerous multi-channel campaigns for fundraising, events, products, services, and even some contests. My approach to every campaign is to first focus on the target audience, create a compelling title, narrow down pertinent information, then develop visuals that will attract and hold attention.

One example is the Balance Transfer campaign for MSCU, which brought in nearly 4 Million in new credit accounts and whose digital ads performed at a 20% conversion rate or higher. In this age of rapid information, standing out and conveying your message quickly is key for yielding positive results.

**YEAR:** 2022-2026

**BUSINESS:** Firefighters First Credit Union, Maine State Credit Union, Trust In us, Skowhegan Sand and Gravel,



MSCU Balance Transfers \$4M



FFCU Auto Loans \$2.5M



Trust In US 38 new clients

MFG 200% Sales Increase



FFCU Deposits \$14.5M

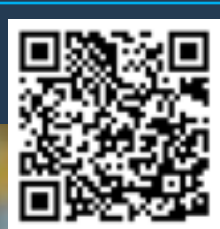
# WESTBROAD & FFCU

Social media can be approached with three goals in mind: to entertain the masses, educate the interested, and sell to the committed.

I brokered a deal with Westboard Apparel, a firefighter owned business with a large online following to generate content in tandem with FFCU. The opportunities for this collaboration are still developing but have already generated some compelling content for social media and increased engagement.

**YEAR:** 2025  
**BUSINESS:** West Broad Apparel & Firefighters First Credit Union

Click or Scan  
**WATCH THE VIDEO**



## MFG SOCIAL ADS

In 2018 I was approached by two Maine guides asking if I could help them build a brand and increase sales because their growth had been stagnant since 2016. I built their branding, a website, apparel, and social channels, and we began running social ads in 2019. This quickly yielded an increase in monthly bookings by over 200%. They have since needed to hire additional guides to keep up with demand, are fully booked, and have been approached for purchase by multiple statewide guide services.

**YEAR:** 2019  
**BUSINESS:** Maine Fishing Guides

# CONTACT

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