

Jared Pohl

Senior Strategist, Business Solutions at Horizon Media

New York City, NY, United States | [LinkedIn](#)

Media strategist directing \$100M+ in annual spend for Fortune 500 brands, now building an AI consulting practice focused on automation and sales enablement.

EXPERIENCE

Founder POHLAR Solutions	Jan 2026 — Present <i>Remote</i>
AI consulting and automation practice for small and mid-market clients. Own the full client cycle from discovery through optimization. Built production systems including a competitor price tracker for retail (Playwright, Supabase, React) and booking/dispatch automation for premium car service. Established the business end-to-end with positioning, pricing, custom CRM, and pipeline management.	
Senior Strategist, Business Solutions Horizon Media	May 2025 — May 2025 <i>New York, New York, United States</i>
Directed \$100M+ in annual media spend across social, digital, CTV, and linear for enterprise brands in financial services, healthcare, and telecom. Set audience and channel strategy, reallocating weekly based on performance. Partnered directly with Meta, Google, TikTok, and CTV/OTT platform teams on new targeting and measurement capabilities. Owned cross-functional measurement workstreams across strategy, business intelligence, and analytics. Ran discovery sessions to define audience targeting and KPI requirements, translating campaign data into budget decisions. Drove team adoption of proprietary AI platform Blu.	
Assistant Strategist - Business Solutions Horizon Next	Jun 2022 — Jan 2024 <i>New York, New York, United States</i>
Co-Founder BarWiz	Jan 2022 — Dec 2024 <i>Remote</i>
Co-founded consumer bar-ordering iOS app and led go-to-market, investor pitches, and venue partnerships. Now rebuilding the product independently using Claude Code.	
Marketing Suptho	Sep 2021 — Apr 2022 <i>Syracuse, New York, United States</i>
Social Media Manager Boenheim's Army	Jun 2021 — Aug 2021
Social Media Intern WEIV	Dec 2020 — Jul 2021
Vice President of Loss Prevention Delta Upsilon - Syracuse University	Nov 2020 — Jul 2021
Public Relations Officer Delta Upsilon Fraternity	Dec 2019 — Dec 2020 <i>Syracuse, New York</i>
Vice President of Original Content BarstoolCuse, Syracuse University	Oct 2019 — Dec 2022 <i>Syracuse, New York, United States</i>
Grew social media account from 30K to 80K+ followers across Instagram, TikTok, and X using only unpaid original content. Produced and live-streamed content with Syracuse athletes, handling concept, shooting, and editing in Adobe Premiere. Raised \$64,899 for local businesses during COVID-19 through grassroots campaigns and zero-budget partnerships.	

EDUCATION

Syracuse University <i>B.A. Political Science, Minor Entrepreneurship</i> Activities and societies: Content Creator for BarstoolCuse Vice President of Loss Prevention (Executive Board) at Delta Upsilon Fraternity Public Relations Chair at Delta Upsilon Fraternity	Jan 2018 — Jan 2022
Wayne Hills High School	Jan 2014 — Jan 2018
Activities and societies: Completed 160 TV Production Club Hours Served as Sports Editor/Senior Editor For The Patriot Press Operated as Executive Producer/Talent/Designer for Second Take Talk Show & PodCast Acted as a Brand Ambassador for Moe's Southwestern Grill and Crunch Fitness	

CERTIFICATIONS

Claude Code 101, Anthropic	Apr 2026
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SKILLS

Artificial Intelligence (AI) · Sales and Marketing · Anthropic Claude · Adobe Photoshop · Adobe After Effects · Adobe Premiere Pro · Social Media · Microsoft Excel · Microsoft Office · Microsoft PowerPoint · Microsoft Word · Adobe Illustrator · Adobe Indesign CC · Public Speaking · Public Relations · Photography · Leadership · Video Production · Content Strategy · Event Planning · Blogging · Fashion Design · Tiktok Marketing · Instagram Marketing · Networking · Instagram · Apparel · Graphic Design · Social Media Marketing · Google/YouTube · CTV/OTT · audience strategy · identity resolution · cookieless addressability · test-and-learn design · performance analysis · short-form video · live-stream production · podcast editing · AI agents · workflow design · API integrations · SQL · PostgreSQL · Supabase · Python · JavaScript