



# JASON BAKER

## B.A. COMMUNICATION '15

Technically savvy and mechanically gifted, Jason Baker loves video games, and builds and upgrades his own gaming computers. He also revamps cars for style and performance. If it's mechanical and needs to be reengineered by hand, Baker is the guy.

He can juggle, too!

But what about projects that don't involve computers, automotive exhaust valves, bowling pins and intricate hand-eye coordination?

In 2008 Baker was put to the test with his biggest reengineering challenge to date: His career.

He had attended community college right after high school but lacked direction and motivation. Within two years, he was placed on academic probation. He dropped out and started an entry-level job in accounting.

After several years of unhappy, unfulfilling work in finance, Baker knew he needed an overhaul.

"Although it took me a while, I realized that what I really enjoyed and what I was fairly good at was telling a story," he says. "I'd always been a geeky kid interested in electronics, so a career in marketing video games makes perfect sense. I've seen so many interviews with representatives from game companies. Someone has to do that job. Why not me?"

Fully aligned with his new course of action, Baker returned to school, raised his grades and transferred to CI. Ten years after his unsuccessful start in higher education, he earned his bachelor's degree.

Baker currently works as Multimedia Coordinator for the Ventura County Star. He works with sales reps, digital and print teams, as well as directly with clients, to develop, implement and refine advertising campaigns. It's a job he loves.

He's also applying to CI's Extended University M.B.A. program.

"A master's degree will help me stand out in a very competitive field," says Baker. "Also, CI made me like school for the first time. I miss it."

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