

ZACHARY JONES

CREATIVE DIRECTOR

CONTACT



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Portfolio

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EDUCATION

Bachelor of Business Administration

Sam Houston State University

Huntsville, TX / 2008

SKILLS

- Experience leading large teams
- Expert in Adobe Creative
 - Photoshop
 - Illustrator
 - InDesign
- Proficient in Microsoft Office Suite
- Excellent attention to detail
- Strong written and verbal communication skills
- Strategic, big-picture thinker

References available upon request

WORK EXPERIENCE

Director of Creative Design and Production

Sam Houston State University / 2023-Present

- Guides the visual brand identity of Sam Houston State University
- Performs complex and highly advanced managerial work providing direction in strategic operations for the Integrated Marketing Communications office
- Contributes ideas and guidance on the creative execution of high-volume websites, advertisements, videos, marketing brochures and other high-profile marketing tools
- Partners with marketing leadership peers to understand university needs, prioritize work and identify new capabilities required of the creative team
- Coordinates with leadership to maintain brand consistency across the university
- Builds, manages, and coaches design and creative teams to ensure effectiveness, speed and quality in the creation of high-quality, user-converting designs and engaging content
- Works and communicates across the university and aligns the team to support the university's mission, vision, values, brand, reputation and strategic goals

Director of Communications and Creative

WoodsEdge Community Church / 2021-2023

- Collaborated with the Executive Team to plan and implement creative elements for all services and events at WoodsEdge
- Guided and gave feedback on creative production in progress including all graphic, video, website, social media and digital elements
- Oversaw the design and implementation of all campus signage to ensure that brand standards were met and remained consistent
- Consulted with ministry leaders for all events (e.g. conferences, all-church events, student or children's events) to guide the communication strategy
- Developed team members to help them grow professionally

Art Director

Woodlands Church & Kerry Shook Ministries / 2018-2021

- Oversaw team that designed all digital/print material, including photography, social media marketing, website, mailers and community advertisements
- Responsible for design of book covers and series artwork for Kerry and Chris Shook
- Led a team of 15 coworkers to implement videos and print campaigns for the 40,000+ member church and television audience of 4.5 million
- Headed the branding standards and artistic strategy for Woodlands Church and Kerry Shook Ministries, the television audience of Woodlands Church

Lead Graphic Designer

Push Productions / 2014-2018

- Created graphics and logos for clients and businesses throughout the Houston area
- Balanced multiple clients at a time and managed successful business relationships
- Developed strategic branding standards and digital strategy for corporate clients
- Led a team of designers on all marketing, production, and installation projects

Director of Short-Term Trips/Graphic Designer

WoodsEdge Community Church / 2010-2014

- Organized logistics and finances for all mission trips at WoodsEdge
- Worked with a missions team of nine people implementing new and creative ideas
- Consistently recognized for successfully planned and executed events
- Created stunning graphics for print/web to communicate the vision of the church