

JON BAKER
DESIGN • VIDEO • MARKETING

JACKSONVILLE, FL
JBAKERSYP@GMAIL.COM

JON BAKER

DESIGN - VIDEO - MARKETING

EXPERIENCE

OWNER, OPERATOR

JON BAKER PRODUCTIONS

Personal Freelance Company	01/2014 - CURRENT	JACKSONVILLE, FL
<ul style="list-style-type: none">• Full service graphic design, social media content, animation and video production.• Spearhead, film/video projects from inception to completion.		

ASSOCIATE ART DIRECTOR

BEAVER STREET FISHERIES

Global Seafood Manufacturer	03/2022 - 12/2022	JACKSONVILLE, FL
<ul style="list-style-type: none">• Lead team and create print & digital marketing material matching the brand's voice.• Lead the execution of multiple marketing campaigns from various stages.• Lead a collaborative team allowing for multiple disciplines to contribute artistically to the project's execution.• Oversaw the planning and production of creative assets such as videos, animations, photography and graphic design.		

SENIOR ART DIRECTOR

WACHTER

Construction, Engineering & Technology Company	04/2019 - 03/2022	LOWELL, AR
<ul style="list-style-type: none">• Concept, script, organize, direct, shoot, edit and publish original content to promote brand.• Create various print, digital, video and animation content for national publication.		

CREATIVE DIRECTOR & PRODUCER

EXPLORE SCIENTIFIC

Science & Sports Optics Company	04/2014 - 02/2019	SPRINGDALE, AR
<ul style="list-style-type: none">• Created print & digital ads, in-store displays, social media campaigns, tv commercials & store layout.• Establish identities & online presence to growth plans for 3 different brands.• Increase site traffic and advertising revenue and ECommerce sales.• Redesigned brands & ECommerce format for local business, resulting in 185% increase in online sales.		

ART DIRECTOR & MANAGER

WALMART

World's Largest Retailer	07/2011 - 04/2014	BENTONVILLE, AR
<ul style="list-style-type: none">• Create content for internal Walmart corporate.• Design advertising material for nation wide store rollout.• Utilize leadership skills to manage team and project timelines.		

ART DIRECTOR

MARKETING DRIVE

Shopper Marketing Focused Ad Agency	01/2009 - 07/2011	BENTONVILLE, AR
<ul style="list-style-type: none">• Design & create in-store displays, digital ads, demo videos, pallet displays, PDQs, print ads, concept renderings, packing design, sidekicks, direct mail, FSIs and more on national campaigns.• Worked with brands like P&G, Novartis, Kellogg's, Exxon Mobil, Welch's, Universal Entertainment M&M/Mars, Unilever & more.		

PRODUCT DEVELOPMENT DIRECTOR

OUTDOOR CAP COMPANY

Retail Apparel & Headwear Fashion	01/2003 - 01/2009	BENTONVILLE, AR
<ul style="list-style-type: none">• Lead design & marketing team, manage projects & deadlines, collaborate with overseas manufacturing.• Create licensed products for nationwide Walmart stores & televised events.• Work with overseas factories to develop product for mass production.		

INFO

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-  linkedin.com/in/jon-baker-7a326929
-  instagram.com/jbaker_sy_productions
-  Jacksonville, FL

ABOUT

Graphic designer, accomplished video producer & content/brand Manager with expertise in video production – developing and managing web and social media content. Creative thinker with an in-depth understanding of branding and marketing best practices from strategic vision through execution.

DEMO REEL



SKILLS

Adobe Creative Suite	Media Manager	Brand Manager
Product Management	Animation	Photography
Content Creator	Shopper Marketing	Video Editing
Video Production	Graphic Design	Motion Graphics
Social Media	Creative Concepts	Storyboarding
Digital Marketing		





ears

They will get five years' worth of... And the right thing.

Dr. Cheryl Wu, MD, a pediatrician in New York City. At the time, she was on the Internet and... groups make... unsafe and even medi-... for doctors to administer.

dangerous side effects
...something that can cause... rash or fever?

...first year-and-half.

- Haemophilus influenzae type b (Hib)
- Pneumococcal conjugate (PCV13)
- Inactivated poliovirus (IPV)



On average, Americans get less than 50% of the recommended daily amount of fiber in their diet.

The American Dietetic Association recommends a healthy diet include 20-35 grams of fiber a day from plant foods, including both soluble and insoluble fiber.

Each serving of Benefiber Powder provides 3 grams of fiber and the powder is easily mixed into beverages¹ or soft foods.

Available at **Walmart**
Save money. Live better.



Walmart Only the best for your baby. With savings to grow on.

Parenthood is full of firsts. Make the most of every first with all the quality brands you trust at Walmart's low prices every day.

Prenatal vitamins. Diapers. Formula. Clothing. Toys. Find everything you need for every age and every stage.

Walmart.
We're with you Every Little Step.

with you every little step

Kashi

Summer's Natural Choice
Made With Nature's Tastiest Ingredients

Save 75¢
on ANY ONE Kashi® Frozen Entree or ANY ONE Kashi® Pizza

Located in the Freezer Aisle

Buy Factory Direct
at Northwest Arkansas' Optics Super Store
5320 W. Sunset Ave Springdale, AR

Discover. Explore. Connect.
Telescopes | Microscopes | Riflescopes | Binoculars

Finder Scopes
Eyeieces
Tripods
Telescopes

Mention this ad and get a **FREE** pair of binoculars with purchase.*

EXPLORE
ADVENTURE STORE
Visit us off **Exit 72**
Ozark Center Point Mall
©2016 Explore Scientific® All rights reserved. www.opticalinstruments.com | 479.316.2545 | 866.252.3811
*Limited to 10mm pair of binoculars per transaction. Offer valid through June 30th 2016. Mount, finder scope, and eyepiece each sold separately.

WELCOME TO THE NEXT GENERATION OF DISCOVERY

To be able to rise from the earth to be able, from a station in outer space, to see the relationship of the planet earth to other planets; to be able to contemplate the billions of factors in precise and beautiful combination that make human existence possible; to be able to dwell on an encounter of the human brain and spirit with the universe—all this enlarges the human horizon...

Norman Cousins

What will you discover?

EXPLORE SCIENTIFIC
ExploreScientificUSA.com 866.252.3811
©2014 Explore Scientific

For 50 years we've been a proud supporter of low prices. And now low scores.

Walmart is proud to support women through the LPGA.

Walmart MY ARKANSAS CHAMPIONSHIP

Lose the Fat. Not the Flavor.

MorningStar FARMS
AMERICA'S #1 VEGGIE BURGER

A melt-in-your-mouth, straight-off-the-grill burger taste in a veggie burger.

57% LESS FAT

Now located near the entrée section in the freezer aisle.

NATIONAL GEOGRAPHIC Capture The Details
at Northwest Arkansas' Optics Super Store

70mm Carbon Fiber Telescope
For those looking to make their first foray into astrophotography, the scope also comes with an adapter that allows users to secure their smartphone to the eyepiece in order to capture and easily share images.

40x-640x Microscope
Cellular worlds unite in this microscope outfitted with an adapter that allows users to secure their smartphone to the eyepiece in order to easily document and share their discoveries.

Smartphone not included.

EXPLORE
ADVENTURE STORE
Visit us off **Exit 72**
Ozark Center Point Mall
Telescopes | Microscopes | Riflescopes | Binoculars
www.opticalinstruments.com | 479.316.2545 | 866.252.3811
Mention this ad and get a **FREE** pair of binoculars with purchase.*
©2016 Explore Scientific® All rights reserved. *Limited to 10mm pair of binoculars per transaction.

DIGITAL ADS

WALMART SOCIAL MEDIA ADS

Comment Your Vote:
Nov. 1-14

A snickerdoodle **B** chocolate covered cherry

Toaster Strudel

The flavor with the most votes will be the new Toaster Strudel flavor. Only at Walmart.

Walmart

Comment Your Vote:
Nov. 1-14

The flavor with the most votes will be the new Toaster Strudel flavor. Only at Walmart.

EMAIL BLASTS

EXPLORE SCIENTIFIC

Join us:

In the face of Project Impact...

Question: My item is in a Show category at Walmart and doesn't get a lot of foot traffic. How can I layer on incremental sales and avoid d-listing?

Answer: Try partnering with a relevant product that resides in a more heavily shopped destination to expose shoppers to your item.

Marketing Drive is a leading promotional marketing agency. We offer services from ideation, project management and program analysis. We're full-service, so we also have outstanding creative, digital and media capabilities as well.

Shannon Shoptaw
General Manager, Bentonville, AR
Shannon.Shoptaw@marketingdrive.com
www.marketingdrive.com

Clear Skies, Mild Temp & Calm Breezes

However you define the perfect viewing conditions, you have to be quick to respond when you feel adventure call!

The grab-and-go Bresser Comet Edition Kit is ready at a moment's notice and fully outfitted with the optical equipment you need to truly connect with both the world around and the sky above.

The star of the kit is Bresser's 102mm refractor, which can open up a treasure trove of night sky treats such as the Moon's chiseled terrain or Saturn's elegant ring system. This telescope is an ideal compromise between portability and aperture and assembles quickly so that you can maximize your time under the stars.

For versatility, the pack also includes a pair of Bresser 7x50 binoculars that are ideal for nature watching or stargazing. Made with multi-coated glass, these porro prism binoculars have the light-gathering capability and optical clarity to deliver crisp, bright images filled with surprising details even in low-light conditions.



Normally \$349.99
NOW \$249.99



Game Day Savings on Prevacid® 24HR

CLICK HERE FOR ADDITIONAL SAVINGS

NEW! PREVACID 24HR
Lasting relief, release capsule by night and reduce gas, bloating, heartburn, and acid reflux.

Use as directed for 14 days.

Prevacid® 24HR is clinically proven to treat frequent heartburn. Prevents acid that causes heartburn for a full 24 hours.

©2010 Novartis Consumer Health, Inc. Prevacid® is a registered trademark of Takeda Pharmaceuticals North America, Inc. and is used under license. U_02144-00

New at Walmart

BANNER ADS

BRESSER

5MP BLACK IR

5MP SINGLE SD

5MP DOUBLE SD

BRESSER

RIFLE RANGEFINDER

RANGEFINDERS

BOW RANGEFINDER

BRESSER

MULTISIZE BANNER ADS

Discover Together

NATIONAL GEOGRAPHIC

EXPLORE SCIENTIFIC

Explore Now

SAVE 20% NOW

Diamond In The Sky Promotion. On all Instock items until Feb 28th, 2015.

EXPLORE SCIENTIFIC

The STUFF® LEGENDS®

RIFLESCOPES | BINOCULARS

NEW 2015 MODELS

EXPLORE SCIENTIFIC

EXPLORE SCIENTIFIC

Let The Light Shine

68° 10mm \$159.99

68° 35mm \$299.99

68° 40mm \$369.99

EXPLORE SCIENTIFIC USA

Kashi

Natural Tasty Ingredients in a place you least expect...

Lemongrass Coconut Chicken

Discover Together

NATIONAL GEOGRAPHIC

EXPLORE SCIENTIFIC

Explore Now

SAVE 20% NOW

Diamond In The Sky Promotion

Save 20% all instock items until Feb 28th, 2015.

EXPLORE SCIENTIFIC

The STUFF® LEGENDS®

RIFLESCOPES | BINOCULARS

NEW 2015 MODELS

EXPLORE SCIENTIFIC

EXPLORE SCIENTIFIC

Traditional Optics, Advanced Design

Explore Scientific® AR127* \$599.99

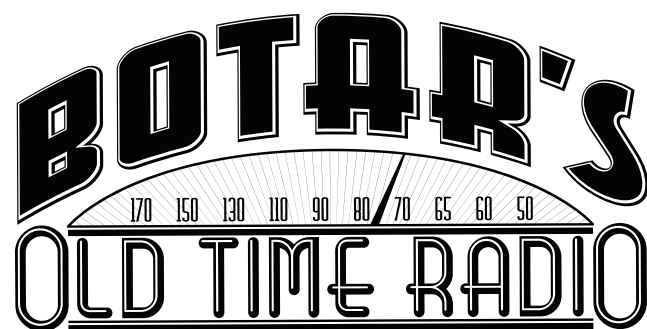
www.ExploreScientificUSA.com

Kashi

Natural Tasty Ingredients in a place you least expect...

Lemongrass Coconut Chicken

Located in the freezer aisle









[illegible][illegible][illegible][illegible][illegible][illegible][illegible]

Power Joltz
New Series

4a

\$21
each

4b

4c

4d1-2

4e

4f

4g

4h

4i

697
each
Assorted
Dice Games

588
each
Assorted
Board Games

1996
each
Assorted
Board Games

744
each
Character
Earbuds

2997
each
Chris Angel Magic Set

988
each, Was \$1.97-\$15
Assorted Board Games

Rollback

Coupons? We gladly accept them.

Radio Flyer

7474 each
Radio Flyer
Pathfinder Wagon

5a

4373 each
Radio Flyer
Fold and Go Trike

5b

3373 each
Radio Flyer My 1st
Scooter Sport

5c

3997 each

5d

1988 each
Razor Steel Scooter,
Princess or Cars Scooter,
or Switchkick

5e

5f

5g

\$55
Was \$59.87

5j

Princess or
Cars GIV Quad

1988 each
Razor Steel Scooter,
Princess or Cars Scooter,
or Switchkick

5k

4997 each
20" Rocket or
Seastar Bike

5h

5i

\$88 each
20" MongOOSE FSG
or Outerlimit
Bike

5l

5m

250
each



497



588



Fun gifts at big savings.
That's just how we roll.

697
each
Select Dice Games



Christmas PRICE Guarantee

744
each
Character Earbuds
Styles may vary by store.



Available in our Toy department

1984
each



Top Toy



Learn more
Scan with our free app
walmart.com/mobile or
text WMTAPP to 63257

1997
Was 24.88



Low prices. Every day. On everything.

74⁷⁴
Radio Flyer®
Pathfinder
Wagon

\$29
Radio Flyer®
My 1st Scooter
Sport

43⁷³
Radio Flyer®
Fold-and-Go
Trike

39⁹⁷
Radio Flyer®
Lights
and Sounds Racer™
Pink also available

19⁸⁸
each
Razor® Steel Scooter,
Princess or Cars Scooter,
or Switchkick

59⁸⁷

59⁸⁷

59⁸⁷
Princess or Cars
6-Volt Quad

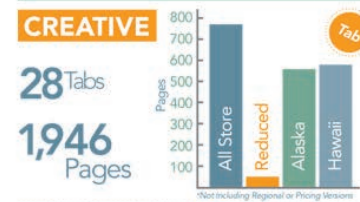
49⁹⁷
each
Huffy®
20" Rocket or
Sea Star Bike

\$88
each
Was \$98
Mongoose®
20" F&G or
Outer Limit
Bike

Walmart



2013 Ivie Walmart Marketing Team



Number of Tab Headlines Built **1,600+**

Number of Tab Copy Blocks Built **20,000+**



Think 6 & reduce the number of bags used

With your help we can save \$50M

Try to pack at least 6 items in each bag. Unless requested by the customer, do not bag items with handles. Gallons of milk, detergent, paint.

Plastic bags can hold up to 18 pounds of merchandise.

Incorrect

Do not bag items with handles unless requested by the customer. Gallons of milk, detergent, paint.

Incorrect

Reduce the number of bags used.

Correct

Try to pack at least 6 items in each bag.

Resources

- For proper bagging procedures please refer to: SOP ID 10448
- 99 Supplies Hotline: 1-700-925-6278 | Option 2, Option 4 and Option 5

Walmart



Asian Pacific Associates Network proudly presents our annual heritage event:

Commit to Your Business Through the Lens of Diversity

Guest Speakers

Wednesday, May 22, 2013
10-11:30 a.m.
Home Office Auditorium

Attractions

- Asian cultural dances
- Food from local Asian restaurants
- Management luncheon with guest speakers
- APAN

Global Sustainability Milestone Meeting

Do you have the next big idea to revolutionize the industry?

- Bringing products with safer, greener chemicals
- Increasing recycled plastic in our packaging
- Reducing fertilizer use in our crop agriculture
- Using our scale to drive down the price of LED with a private brand bulb that is the lowest price on the market

Join us as we highlight progress on product sustainability across the company.

When: Thursday, Sept. 12
11:00 a.m.-12:30 p.m. CST

Where: Home Office Auditorium

Walmart

LUNCH & LEARN

Come hear Shawn Achor, author of The Happiness Advantage, speak about positive psychology, how much we can change, and practical applications for reaping the benefits of being happy in the midst of change and challenges.

Shawn Achor

Date: Wednesday, Sept. 4
Time: 11 a.m. to 12 p.m.
Location: Home Office Auditorium

Walmart

Watch for a New Episode

EVERYDAY INTEGRITY Live

A program to help you live each and every day with integrity.

Asian Pacific Associates Network proudly presents:

Connecting Cultures. Shaping Leaders.

Thursday, May 9, 2012 - 10-11:30 a.m. - Home Office Auditorium

Asian Pacific Associates Network cordially invites you to our annual heritage event featuring:

Topics

- Miki Otake and Chie Thomas will share their vision of Walmart made in Asia and outline the challenges for our global consumer markets.
- James Wang will share his inspiring story and reflect on his role as a leader in the Asian market.
- Arthur Brown will share his inspiring story and reflect on his role as a leader in the Asian market.
- Arthur Brown will share his inspiring story and reflect on his role as a leader in the Asian market.

Events

- Miki Otake (APAN President)
- Chie Thomas (APAN President)
- James Wang (APAN President)
- Arthur Brown (APAN President)

APAN Walmart

Renewable Energy

Why it matters & how we're leading.

Hear our leadership speak about our global energy commitments, our progress, and new goals.

When: Monday, April 15
10-11:30 a.m.

Where: Home Office Auditorium

Speakers & Panel Guests:

- Bill Simon
- Leslie Dack
- Andrea Thomas
- Scott Rank
- Charles Holley

Four lucky Northwest Arkansas residents will win a free home energy audit! Must be present to win.

Meet the Leaders.

Formerly Coffee Talk

Bring your coffee or favorite drink and get to know your leadership.

Sharon Letts
October 8

Brian Haggard
November 13

Marcelle Taylor
January 8

Time: 10 to 11 a.m.
Watch your email for an opportunity to sign up and attend.

Walmart

New High School Information Session

Want to know more about one of the biggest issues facing our local schools?

Michael Poore
Bentonville School District

Come hear Bentonville School District Superintendent Michael Poore discuss creating a new high school in Bentonville. More than 4,000 students currently attend Bentonville High School, and enrollment is increasing. Voters will be asked to approve funding for the new school on Sept. 17. As the largest employer in the area, Walmart must be part of the solution for our children today and in the future. Come learn about the issues and make your vote an informed one.

Date: Wed., Sept. 11
Time: 10:30-11:30 a.m.
Location: Home Office Auditorium

Walmart