

JON BAKER

DESIGN - VIDEO - MARKETING

EXPERIENCE

OWNER, OPERATOR

JON BAKER PRODUCTIONS

Personal Freelance Company 01/2014 - CURRENT JACKSONVILLE, FL

- 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

- 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

- 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

- 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

- 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

- 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 and more.

PRODUCT DEVELOPMENT DIRECTOR

OUTDOOR CAP COMPANY

Retail Apparel & Headwear Fashion 01/2003 - 01/2009 BENTONVILLE, AR

- 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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- 📍 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.

SAMPLE WORK



SKILLS

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