



JASON KESSEL

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WORK EXPERIENCE

CREATIVE DIRECTOR

CARPENTER & ZUCKERMAN | BEVERLY HILLS | 6/21-8/23

As Creative Director for CZ Law, I was responsible for managing the overall CZ branding as well as overseeing the design layout and visual impact of marketing materials, print advertising and digital marketing initiatives. My duties included working closely with the marketing team, leading a team of creative professionals, meeting with company executives to determine visual needs for advertisements and social media content and coordinating with freelance professionals and manufacturers to complete projects. As creative director, I also mentored, motivated and supervised the creatives on our team. I nurtured their creative ideas and monitored their overall performance.

MARKETING COMMUNICATIONS MANAGER

AURORALIGHT | CARLSBAD, CA | 3/16 - 5/21

Responsible for the integrity and communication of Auroralight messaging. Including, but not limited to, the creation and development of print and online advertising, email marketing, web site management and content development, press releases, and marketing collateral. I provided the creative direction for a new website that has an online configurator for customers to build light fixtures. Managed WordPress site content and products. I also managed freelance designers and web developers for multiple projects. Working directly with the CEO and the Director of Sales, I created email marketing campaigns that garnered above industry standard open/click rates.

CREATIVE DIRECTOR

GREENROPE | SAN DIEGO, CA | 2011 - 2015

Managed all graphics, web and marketing collateral for the company, including trade show booth design. Designed and coded hundreds of email and website CMS templates for the GreenRope customers to utilize. Project management for the development and creative teams utilizing the module within the GreenRope SaaS. Worked closely with the development team to design, expand and enhance the UI/UX of the software based on customer feedback. I also did presentations at live seminars/webinars and managed a junior designer.



EDUCATION

ANIMATION CERTIFICATION

STUDIO ARTS | LOS ANGELES, CA

- + 3D Character Animation
- + AutoDesk Maya and 3D Modeling

AA: MULTIMEDIA DESIGN

PLATT COLLEGE | SAN DIEGO, CA

- + Graphic Design & Desktop Publishing
- + Illustration & Logo Design
- + 2D/3D Animation & Video Production
- + User Interface Design



PROFESSIONAL SKILLS

SOFTWARE

- + Adobe Creative Cloud
- + Invideo
- + Canva
- + Figma
- + AutoDesk Maya
- + WordPress and WooCommerce
- + Microsoft Office
- + Google Workspace
- + Trello and Asana
- + Slack, Skype and Zoom

OTHER SKILLS

- + HTML and CSS
- + TailWindUI and Bootstrap
- + Email Marketing and Social Media Content
- + Product Photography
- + Direct/Coordinate Video Production Teams
- + Storyboarding and Mood Board Design
- + Manage Internal and External Creative teams



REFERENCES

JASON McCULLOCH

- + VP of Sales | Cooledge Lighting
- + 858.602.6599

KAUSTAV ACHARYA

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