

SHANE JACKMAN

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Creative Director, Senior Designer

World-class experience in creative media production and marketing project management. Excellent with public presentation and communication and partner relationship management. Web Portfolio: <http://shanejackman.com/art-and-design/>

Major strengths include:

- Extensive background in creative design and media production
- Seasoned manager of media development and production teams, media projects
- Strong understanding of target demographics and a knack for reaching them
- In-depth knowledge of current media technologies and social media
- Excellent journalism and copywriting skills

Business Experience

Shane Jackman Productions

June, 2017 - Present

Freelance Media Producer / Designer, Music Performer

Video Production, Audio Production, Voice-over Production, Art and Design

Clients include: BoardDocs, ESPN Rodeo, KPCW Public Radio, Rocky Point Preserve, Recycle Utah, Park City Education Foundation, Stein Eriksen Lodge, Take 5, CC Marketing,

Emerald Data Solutions

Jan 2010 – April, 2017

Marketing Communications Manager / Creative Director

Responsible for executing Marketing initiatives including corporate branding, Art Direction and design for Print and Web, Video and Audio Production

Apeus Media

June, 2005 – July, 2008

VP of Media, Creative Director

As a representative of both signed and independent recording artists, brought music business experience and perspective from every level of the music industry to the strategic development of an industry-influencing project.

Pretty Shield Foundation (Non-Profit)

November, 2003 – June 2005

Director of Marketing, General Services Division

Managed the development of presentation and marketing tools for the start-up and growth of the organization, including web presence, documentation and public and private presentations.

Managed Public Relations, Advertising, Events, and Web Initiatives for Wilderness Quest Academy, Spring Mountain Academy, and Boulder Mountain Ranch.

ContentWatch

June 2003 – November 2003

Director of Online Services

Directed the establishment of an Internet community offering help for individuals and families impacted by the global onslaught of objectionable Internet content.

Coordinated the publication of the CommunityCARE online magazine.

Optioneer Trading

June 2002 – June 2003

Director of Marketing

Responsible for the conception, development and implementation of all marketing for the United States of an international financial investment system including web and email marketing, direct marketing, print media and multi-media sales tools.

Oversaw the design and development of corporate branding and messaging.
Directed the writing and editing of instructional manuals, tutorials etc.

Impact Media

May 2000 – June 2002

Creative Director

Directed all marketing, messaging and corporate imaging for a nationally renowned Multi-media Production Company.

Managed and Art-directed multi-media CD ROM projects for education, marketing and entertainment purposes, web marketing campaign development, web-based application development, corporate branding etc.

Responsible for pricing, budgeting, timelines, story boarding and client management.

Net-Mercial Inc.

May 1998 – April 2000

Creative Director

Responsible for the development of all visual interfaces of online advertising products, web design, and promotional materials.

Designed and planned trades show displays and presentations.

Produced multimedia presentations for Marketing, Sales Training, and Business Development.

Wrote copy for sales and marketing materials.

Directed Research and Development of online streaming multimedia technologies and the implementation of such into the Corporation's products and service offerings.

Created online advertising campaigns for many well-known products and organizations.

Freelance

1990 – June 2003

Graphic Artist, Designer

Designed promotional materials, CD and cassette covers etc. for Bonneville Worldwide Entertainment, River Sky Music, Highway Records, Joyspring Records, and many independent music releases.

Highway Records, BWE Records

January 1996 - Present

Recording Artist

Recorded and released 6 albums of original songs for international distribution. Toured nationally and internationally.

Education

University of Utah

Southern Utah University

Fine Arts Major: Drawing and Painting - Minors: Journalism, Music

Accomplishments

Pearl Award Winner – Faith Centered Music Association

Best of State award - Best Performing Artist 2006

Artist of the Year - Springville "Art City" Utah 2002

Americana Top 40 Recording Artist

Emerging Songwriter Award - Kerrville Music Foundation

Utah Sterling Scholar – Art 1982

Eagle Scout award

Fluent Spanish

References:

Available upon request