

# SHANE JACKMAN

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Creative Director, Senior Designer

<http://shanejackman.com/art-and-design/> [sj@shanejackman.com](mailto:sj@shanejackman.com)

## Major strengths:

- Extensive background in Creative Design and Media Production
- Seasoned manager of media development and production teams
- 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

## Experience

### **Shane Jackman Productions**

**June, 2017 - Present**

Creative Director / Senior Designer

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

Clients: 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**

Art Director / Marketing Communications Manager

Developed and executed 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)**

**June, 2003 – June 2005**

Director of Marketing

Managed the development of presentation and marketing tools for the start-up and growth of a 501c3 organization for troubled youth. Responsible for fundraising presentations, Public Relations, and the visual face of partner programs Wilderness Quest, Spring Mountain Academy, and Boulder Mountain Ranch.

### **Impact Media**

**May 2000 – June 2003**

Creative Director

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

Education: Southern Utah University: Fine Art, Journalism

Accomplishments: Pearl Award – 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, Eagle Scout award, Fluent Spanish