



James Campbell Director / Designer / Animator

• A Boise, ID. • T 208.949.0630 • E jamescampbellmedia@gmail.com • W jamescampbellmedia.com

Summary

Result-oriented and accomplished professional with extensive experience in establishing creative vision for brand / project, supervising entire creative process, directing company's advertising, and devising strategic marketing campaigns.

Instrumental in implementing strategic and creative concepts, guidelines, and solutions in multiple projects. Proficient in devising unique and well-crafted products by effectively addressing client's requirements and demands. Adept at coordinating with marketing, stakeholders, and sales teams with keen emphasis on delivering engaging content and exceeding expectations. Deft at analyzing marketing trends, updated data insights, and brand standards to attain maximum business development and brand growth. Skilled in leading and training cross-departmental teams to streamline daily workflow and assigned projects within defined budget and time scope. Demonstrated exceptional expertise in identifying and solving client's issues to optimize client satisfaction and retention. Eloquent communicator; possesses strong communication, time management, leadership, and problem-solving skills.

Expertise

- Project Management
- Social Media Marketing
- Brand Awareness
- Business Development
- Graphic & Web Design
- Revenue Generation
- Relationship Management
- Stakeholder Engagement
- Video Editing & Presentation
- Creative & Strategic Planning
- Cross-functional Collaboration
- Client Support & Satisfaction

Experience

Western Power Sports, Boise, ID 2020 – Present Graphic Design Lead

Oversee cross-functional collaboration across multiple teams and internal / external companies as well as improve enhancement to ensure effective asset allocation and insight management. Direct project management teams with keen emphasis on achieving brand-oriented and campaign-focused objectives. Address key project goals and expectations to attain maximum success. Implement brand marketing strategies to enhance brand image and growth.

- Decreased over 30% expenses on redundancies during course of two years by meeting company milestones within defined budget scope.
- Established 3D and animated capabilities in marketing department, while providing consistent / high-quality products.
- Enhanced 500% social awareness and audience traffic for six brands by implementing strategic marketing initiatives.

James Campbell Media, Boise, ID 2011 – Present Owner & CCO

Managed RFQs, ownership, and over all aspects of key projects, while serving as Entrepreneurial Digital and Traditional Artist. Executed effective planning, budgeting, outlining, and designing to improve better communications and engage maximum clients. Provided technical resolutions for design, motion graphics and video productions. Devised tailored marketing plans in accordance with client requirements.

- Introduced time challenging solutions for over 10 years by strengthening brands and consistent strategies.
- Succeeded in completion of key projects and business processes by collaborating with international clients and consulting large corporate teams.



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Experience Contd.

Blacktshirt.Com, Boise, ID 2016 – 2019 Chief Creative Officer

Managed strategic design processes and business operations via social media, e-commerce websites, promotional ads, print, and creative videos. Led entire innovative team by setting artistic designs and decisions in aligned with business objectives. Evaluated marketing trends, company requirements, and client needs / demands to provide consistent and high-quality services. Organized team meetings and sessions to ensure delivery of targeted goals within defined budget and time limits.

- Leveraged 80% company profits by promoting B2B / B2C strategies, internal logistics, and creativity.
- Generated revenue by amplifying over 500% Instagram engagement and increasing over 1200% Facebook followers.
- Increased over 800% social awareness and audience retention across two platforms.
- Boosted over 400% net profit within three years by improving customer satisfaction and project development.

Origin of Creation, Ogden, UT 2013 – 2016 Owner, Creative Director

Oversaw customer acquisition and business relations by maintaining robust communication, CRM, RFQs, and RFPs. Headed graphic design projects to improve marketing, animation, print, web and video development. Cooperated with brand teams to address new ideas aimed at empowering company branding, promotional campaigns, and marketing communications. Identified and resolved customer conflicts / complaints to assure maximum customer satisfaction.

- Raised 400% social media followers by designing and planning creative ideas for brand identity.
- Accelerated over 800% net profit in three years by implementing key marketing and revenue generation strategies.
- Augmented over 300% social awareness and traffic by improving brand campaigns and marketing plans.

Additional Experience

Creative Director, Freak Alley Gallery; Boise, ID

Education

Bachelor of Fine Arts

- Academy of Art University; San Francisco, CA

Associate Degree in Arts

- Boise State University; Boise, ID

Technical Proficiencies

Office 365 | Adobe Acrobat | Adobe Creative Suite | Wrike | SmartSheet | Figma | 3D Software | WordPress | Adobe Illustrator | Blender | Wix | Adobe Photoshop | Autodesk Maya | Squarespace | Adobe InDesign | Autodesk Mudbox | Google Business | Adobe After Effects | Cinema 4D | Mac | PC