



James Campbell

Designer / Animator

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Summary

Driving visually creative storytelling is my passion. I've had the opportunity to lead in the growth of many small and large businesses throughout the US, UK and Canada. I've logistically and creatively led collaborative teams in building businesses and non-profits for the B2B and B2C sectors increasing revenue by applying my experiences with e-commerce, websites, design, animation, print, video, social media and other various marketing.

Experience

- **Graphic Design Leader, Western Power Sports; Boise, ID. – 09/2020 - Present**
Directing a team of creatives and developing processes for the team to move assets and information more efficiently across newly merged companies. Leading team project management toward brand centered and campaign focused goals. Communicating project goals and expectations across long term campaigns. Developing look and feel for brand print, digital and social communications.
- **Chief Creative Officer, Blacktshirt.com; Boise, ID. – 03/2016 - 03/2019**
Representing 80% of the company's profits, I managed a team in building B2B / B2C strategies, internal logistics and creativity. Strategies included design processes and marketing via social media, e-commerce website, promotional, print and motion needs. Efforts produced engagement increases on Instagram by over 500% and Facebook by over 1200% procuring broader revenue streams.
- **Owner/Art Director, Origin of Creation – 08/2013 - 08/2016**
I managed CRM, RFQs, RFPs, communication and graphic design projects for marketing, animation, print, web and video. Led, planned and created design for identity, print, motion, and web while raising social followers 400%.
- **Owner/Art Director, James Campbell Media; Boise, ID. – 05/2011 - Present**
Freelancing Digital/Traditional Artist in charge of bidding and managing all aspects of design, print, web and video projects for clients. Would plan, outline and design brochures, postcards, fliers, web ads, social media branding and other various media. I was also in charge of communicating with clients, as well as creating technical solutions for motion graphics and video productions.

Education

- **Academy of Art University; San Francisco, CA. - BFA, 2014**
- **Boise State University; Boise, ID. - AA, 2010**

Skills

- | | | | |
|-------------------|----------------------|--------------------------|-------------------|
| • Directing | • Animation | • Social Media | • Web Design |
| • Graphic Design | • Photography | • Multichannel Marketing | • Branding |
| • Identity Design | • Video Editing | • Organizational Skills | • Packaging |
| • Team Management | • Time Management | • Customer Service | • Communication |
| • Presentation | • Project Management | • Print Design | • Motion Graphics |

Software

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

Volunteer

- **Creative Director, Freak Alley Gallery – 2013-2016**
Led in the creation and management of the non-profit, as well as brainstorming and design for the website, social media, identity, and events for Freak Alley Gallery in downtown Boise. This included all event and daily logistics, including design work, ultimately increasing Instagram and Facebook followers by over 2000% by creating cohesive information channels.