

Jess Hollen

CREATIVE SERVICES | DESIGN | BRANDING

experience

Creative Services Director | Campaign Manager | Experiential Curriculum Designer 2008 - present

Develop Brand Identity, Positioning, Style Guides & Creative Briefs
Conceptualize & Develop Content Marketing Strategy
Design Branded Content, Visual Assets & SEO Optimized Copy
Presentation, Pitch Deck & Workshop Design
Video Production

Television Producer | Inside B2B Sales 2017 - 2021

MODERN LIVING with Kathy Ireland | Women's Entertainment Network & Bloomberg
WORLDWIDE BUSINESS with Kathy Ireland | Fox Business Network & Bloomberg
B2B Communications | Qualify Industry Executives
Industry Research | Create Story Lines
Marketing & Branding Packages for TV & Social Media
Coordinate Campaigns with Creative Departments

Creative Services Specialist 2002 - 2016

Artist Entertainer | Brand Ambassador | Live Painter
Production Designer
Graphic Artist
Photography
Video Production
Sound Director
Stage Manager

President, Haute Finishes Inc | Custom Decorative Painting 2004 - 2010

Business Development | Lead Generation | Client Servicing
Design Samples, Renderings, Prototypes
Create Systems & Processes
Hire, Train & Manage Crews

Charge Painter | On-Set Scenic | Foreman | Journeyman Scenic Artist | Freelance Artist 1994 - 2002

United Scenic Artists, Local 829 NYC
IATSE Local 477 MIAMI
Feature Films | Television | Commercials | Theatre | Scenery Fabrication



contact

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professional skills

- Proven leadership & team building
- Clear communication - verbal & written
- Background in art & design
- Keen eye for effective digital marketing collateral
- Raising brand awareness
- Proficiency in many online marketing tools
- Proficiency with many design tools
- Ability to consolidate information into precise communication tools
- Experiential curriculum design
- Systems & process development

education

ART DIRECTION PORTFOLIO PROGRAM

- Miami Ad School | 2014

RADIO & TV BROADCASTING PROGRAM

- Miami Dade College | 2012

JOURNEYMAN SCENIC ARTIST PROGRAM

- Cobalt Studios for Scenic Art | 1994

A. S. TECHNICAL THEATER

- Broward College | 1993

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CREATIVE SERVICES | DESIGN | BRANDING

CREATIVE PRODUCER

CONSULT ON MARKETING & CONTENT STRATEGY
INTERPRET CLIENT REQUESTS INTO CLEAR & ARTICULATE CLIENT BRIEFS
ESTABLISH CLIENT EXPECTATIONS & OBJECTIVES
CREATIVE DEVELOPMENT ON BRAND CAMPAIGNS
AUDIT & OPTIMIZE EXISTING MARKETING ASSETS

MARKETING STRATEGY

SEO / COMPETITIVE ANALYSIS / MARKET RESEARCH / WEB CONTENT ANALYSIS

WEBSITE / CONTENT MANAGEMENT

SOCIAL MEDIA AUDITS

BUILDING SOCIAL PROFILES / MANAGING SOCIAL MEDIA PLATFORMS

CAMPAIGN DESIGN

ACTIVATION / MANAGEMENT / ANALYTICS

RE-PURPOSING LONG FORM CONTENT INTO MICRO CONTENT

DESIGN / ART DIRECTION / BRANDING

DESIGN FOR ADVERTISING, TV & THE WEB
STORY BRAND / ARCHETYPAL BRANDING & ART DIRECTION
CORPORATE BRANDING & STYLE GUIDES / MOOD BOARDS / MOCKUPS

BRANDED VISUAL CONTENT

PRESENTATION / PITCH DECK DESIGN
WIRE FRAMES / LANDING PAGES / SALES PAGES
BRANDED IMAGERY / INFOGRAPHICS / GIFS
EVERGREEN CONTENT / WORKBOOKS / TEMPLATES / LEAD MAGNETS
NEWSLETTERS / PRINT COLLATERALS
PHOTOGRAPHY / VIDEOGRAPHY / EDITING

COPYWRITING

WRITTEN FOR ALL PLATFORMS
PAID MEDIA, EMAILS, BLOG CONTENT, WEBSITE EDITORIAL COPY
ADVERTORIALS, PRE-SELL PAGES, LONG-FORM SALES PAGES
HEADLINES & COPY, VIDEO SCRIPTS, CREATIVE BRIEFS, PRESS RELEASES

ART INSTRUCTION / LIVE PAINTING / ARTISTIC ENTERTAINMENT

PRIVATE ART COMMISSIONS / CUSTOM ART WORK

EXPERIENTIAL CURRICULUM / WORKSHOP / WEBINAR DESIGN