

# Jeremy Loughnot

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(310) 880-9495

## Objective

Seeking a creative management position with a healthy business that offers the ability to utilize my management, communication and creative background while offering the potential for further career growth.

## Qualifications Summary

*Results-driven out-of-the-box thinker with creative problem solving skills and a passion for developing highly efficient cohesive teams that produce cost effective, award winning projects. Proven track record of exceeding client's expectations by developing impactful, cutting edge creative while maintaining a high level of organization and adhering to varying timelines. Experienced developing 360° marketing solutions that promote brand awareness, marketplace elevation and exposure to new demographics. Respected team leader who consistently sets benchmarks to improve department morale resulting in increased efficiency and job satisfaction ultimately reducing employee turnover.*

- *Communication:* Excellent written / verbal communication and presentation skills. Experienced team player able to manage various personalities and creative talents while collaborating with cross-functional team members, communicating project milestones, and functioning effectively in client-facing roles. Able to develop clear and concise reporting techniques that ensure the highest level of transparency and allow for concise goals to be set and quantifiable results to be delivered.
- *Leadership:* Skilled in leading large teams (20+) and managing multiple projects while consistently achieving corporate objectives, controlling costs, improving efficiency, and inspiring team members to produce industry leading/award-worthy deliverables. Committed to cultivating a positive work environment that fosters creative expression and personal accountability. Able to mentor and collaborate with designers, art directors, copywriters, and other team members to ensure cohesive creative executions
- *Interactive Design:* Successful in utilizing cutting edge technologies to bring to life marketing solutions that push the boundaries of UI design, site functionality and intuitive user experiences. Thoroughly familiar with the capabilities and limitations of front and back-end technologies including but not limited to: HTML, HTML5, CSS, JavaScript, JQuery, AJAX, PHP, MySQL, and AS3. Keen eye for detail and solid knowledge of integrated design principles.
- *Best Practices:* Highly organized creative professional with well-developed time management and multitasking abilities. Skilled in using industry best practices to create and manage the lifespan of a project ensuring that assets, mocks, and storyboards are delivered with pixel perfect attention to detail.

## Work Experience

*Lead Designer:* May 2010 - Oct. 2011, Gorilla Nation/Evolve Media, Los Angeles, CA

- Developed concepts for new business pitches and designed presentations that assisted in the RFP and sales process. Participated in brainstorming and helped to articulate ideas that addressed key business objectives and strategies while managing client expectations.
- Worked as a member of cross-functional marketing team, providing leadership and leveraging industry best practices to ensure clear communication and timely delivery for multiple concurrent projects.
- Created award-winning rich media executions that pushed visual, technical and social boundaries of the interactive advertising space.
- Developed product template process that optimized efficiency and facilitated cost effective development of commonly sold ad solutions via overseas teams.

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## Work Experience (cont.)

*Manager, Design / Art Director:* June 2008 - Feb. 2010, Ed Hardy/A.B.M.G, Culver City, CA

- Managed in-house design department that included 12+ graphic designers, 4+ web developers, and 4+ video editors. Interviewed and hired prospective creative and technical professionals.
- Led the conceptualization and design of 15 licensed product divisions (carried by major retailers worldwide) that generated \$22+ million annual revenue.
- Supervised the conceptualization and production of multiple ad campaigns involving photo shoots, video production and graphical treatments that ensured seamless integration into web, print & OOH marketing solutions. Developed concepts for trade shows resulting in high impact brand presence.
- Implemented complex file management system that allowed effective management of assets and ensured proper delivery of artwork to various vendors for production.

*Owner / Creative Director:* June 2007 - Present, JSL-Design, West Hollywood, CA

- Develop interactive, engaging sites that integrate cutting edge web technologies to effectively project the brand image across multiple platforms and devices.
- Work with small businesses to develop a cohesive aesthetic and brand identity that translates through various forms of marketing solutions, presentation formats and corporate collateral.
- Use cutting edge web technologies such as Adobe Business Catalyst, Wordpress and Buddypress to develop highly robust, client manageable web sites, blogs, ecommerce sites, social networks and email marketing solutions.

*Manager, Operations:* Feb. 2006 - June. 2007, Reply! Inc., San Ramon, CA

- Developed comprehensive retention plans and reporting methods that addressed needs of unsatisfied customers, resulting in 40% decline in customer attrition and improved customer service practices.
- Identified database error, uncovered \$1.8 million in past-due revenue, and worked with IT to resolve integral billing inaccuracies.
- Successfully collected 60% of lost revenue in 12 months and implemented processes that ensured all accounts would be addressed with appropriate attention regardless of their status.
- Worked with finance department and sales managers to properly audit and ensure accurate reporting of commissions and bonus payouts resulting in a 35% reduction of "bad sales".

## Professional Recognition

*2010 DIVA Awards (Digital Interactive Video Award)*

- Best Video Creative

*AD NEWS Feature*

- Ford Fiesta Australia launch campaign.

## Education

*University of California, Extension , Los Angeles*

- Certification, Design Communication Arts
- Advanced Certification, Interactive Design and Development