

# jess keoshian

they/them | Art Direction and Creative Production

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## Skills

Art Direction | Graphic Design | Video Editing & Animation | Social Media Content Creation  
Photography & Videography | Public Speaking | Marketing | Presentation Skills | Project Management

## Education

College for Creative Studies BFA | Advertising Design

## Mediums

Photoshop | Illustrator | InDesign | After Effects | Premiere Pro | XD | Lightroom | Sketch  
Microsoft Office Suite | DSLR Photography and Videography

## Experience

### **MRM | Art Director**

May 2021 – Present

- Conceptual art direction and design across multiple channels, working on multiple clients including CPG, automotive, and banking.
- Contributed to projects by creating animated and static social content, email, digital experiences, and direct mail pieces.
- Implemented and designed new processes for email design and delivery, working collaboratively with other teams to strengthen and expedite deliverables.
- Worked closely with a copywriting partner to develop campaigns on the quarterly and monthly levels.
- Planned a content photo and video shoot including timelines, budgets, and shot lists.
- Created an onboarding process for creative team members.

### **Roundtable 6 | Motion Graphic Specialist–Art Director**

April 2020 – April 2021

- Executed design and motion graphics including long form animated videos, social assets, print design, presentation design, and storyboarding.
- Promoted from Motion Graphics Specialist to Art Director after leading conceptual work and delivering strategic and creative solutions.
- Strong focus on design and typography within brand guidelines and developing motion branding.

### **PACE, Inc. | Marketing & Design Specialist**

August 2019 – April 2020

- Graphic design and marketing strategy on B to B and B to C outdoor power equipment businesses.
- Executed design including direct mail, social media, billboards, and flyers.
- Social media analytics and performance tracking through retargeting and Google ad words.
- Other responsibilities included project management, event planning, presentations, and client relations.