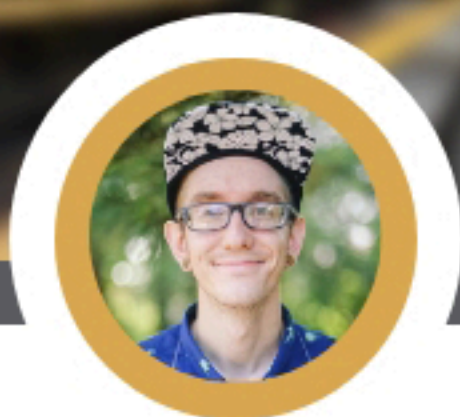


# John Akin

GRAPHIC DESIGNER | WEB DEVELOPER | VIDEOGRAPHER | PHOTOGRAPHER



Vancouver, WA



thejakin@gmail.com



<http://johnak.in>  
(View my web portfolio)



(360) 393-0949

Versatile videographer and designer with over seven years experience offering a creative mindset on new and exciting projects. Designs successful digital content that increase brand awareness, engages customers and ultimately drives web traffic and conversions through many different mediums. Constantly striving to learn and adapt new techniques to bring production ideas to life.

## WORK EXPERIENCE

### Creative Director | I.T. - Cedar Creek Cannabis LLC

Mar 2019 to Present

- Entire brand product re-design.
- Complete re-design of the website featuring rich photo and video content.
- Manage website analytics to target user interactions and build content accordingly
- Directed use of Headset.io (i502 Cannabis Business analytics to target retail pricing and products)
- Shoot/Edit and manage all social media content produced for the brand.
- Installed and maintained three locations CCTV of upwards of 175 cameras.
- General business I.T. involving internal networking and computer maintenance
- Managed all in store retail promotional items
- Designed full apparel line for promotions
- Acquired and maintained full business inventory software
- Sourced all products from packaging, consumables, to IT and software

### Videographer | Graphic Designer - Digital Media Northwest

Mar 2017 to Mar 2019

- Brought clients ideas to life from concept stage through the final product
- Story planning, location scouting, production and post-production for multiple different clients
- Video post-production: editing, color correcting/grading, After Effects animations and managing exporting for various platforms
- Produced corporate commercials for local Honda dealership for TV and Real Estate videos.
- Camera operator for all client video shoots
- Create campaign videos and After Effects animations for a \$140 million dollar School District Bond
- Produced attractive videos showcasing the local area for the Chamber of Commerce
- Produce in the field HD Live Streams for clients
- Design and maintain clients' websites
- Manage clients' social media i.e., Facebook, Instagram, YouTube, Vimeo

### Creative Director | C.T.O. - Kendama Co LLC.

2015 to 2016

- Relocated to Denver in 2015
- Filmed high-quality product videos of company professionals for marketing purposes
- Covered and produced recap edits of world-wide events in Hawaii, Japan and across the United States
- Redesigned entire online storefront including integration of wholesale customer access
- Managed social media i.e., Facebook, Instagram, Youtube, Vimeo
- Streamlined wholesale catalog and fulfillment for wholesale and online orders
- Rebuilt internal network including Office VoIP (sourcing and installation)
- Analyzed global website traffic analytics to best target their customers

### Creative Director | Processing Manager - CannaSol Farms

2014 to 2015

- Designed initial company branding
- Designed initial company website and maintained social media outlets
- Maintained photographic strain database from plant to final product
- Managed installation of CCTV and internal networks on location
- Created magazine and retail ads consistent with company branding
- Sourced and designed all WSLCB Approved Packaging for all products and labeling
- Installed and maintained i502 Seed to Sale software



For more view my digital resume

# johnak.in