

Jason Solomons

CREATIVE & MARKETING SERVICES

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PROFILE

A Creative Director, Marketer, and Graphic Designer with a unique perspective from experience on both the agency and client side of marketing and advertising. Able to develop profound brand experiences that are personal, timely, and respectful to the end user while being a better use of the advertiser's budget and time. I have collaborated with brands and agencies to develop dynamic marketing and advertising designed to capture the attention and imagination of consumers and businesses. I am skilled at managing in-house and remote creative teams to get the job done.

SKILLS

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE IN-DESIGN

ADOBE PREMIERE

ADOBE AFTER EFFECTS

ADOBE DREAMWEAVER

ADOBE XD

ADOBE INDESIGN

HTML5/CSS

EXPERTISE

CREATIVE TEAM LEAD

DISPLAY ADVERTISING

MOBILE AD DESIGN

BROADCAST VIDEO

PROJECT MANAGEMENT

WEB DESIGN

PITCH DECK DESIGN

SALES COLLATERAL

GRAPHIC DESIGN

VIDEO EDITING

EXPERIENCE

SITO MOBILE 2014 - 2022

Creative / Design Director

Promoted from Art Director. Led a diverse team of in-house and remote designers and coders in designing and producing marketing and sales support materials, websites, and digital advertising campaigns. Conducted brainstorming sessions with marketing and sales. Key clients included Caesars Entertainment, Sony Pictures, Funimation, Volvo, Ben Bridge, and The Capital Grille.

- Implementing and streamlining managerial processes improved workflow for dozens of weekly campaigns with minimal personnel.
- Delivered multifaceted rich media mobile campaigns in half the time quoted by other agencies.

IDENTITY MARKETING GROUP 2009 - 2014

Partner / Creative Director

Managed a full-service marketing agency providing support to corporate clients, primarily in the mobile technology sector. Oversaw 20+ advertising, brand management, package design, and sales promotion projects simultaneously. Directed a diversified team of in-house and contracted creative professionals to complete individual projects, including photographers, videographers, programmers, and graphic designers. Key clients included Samsung, Huawei, Ethertronics, Novatel Wireless, and Coolpad.

SINGLE TOUCH INTERACTIVE 2001 - 2009

Creative Director / Marketing Manager

Embraced the challenge to develop and maintain business development efforts, provide, and manage design work for in-house and corporate clients, track and manage project budgets, oversee project execution efforts, recruit high-performance talent, design mobile applications, and create client presentations. Marquee clients included X-Games, Mattel, TVG, and WWE.

- Designed engaging mobile creative pre-smartphone.
- Sold in some of the 1st affinity-branded mobile phones by creating compelling winning pitch decks.

ALCONE MARKETING GROUP 1998 - 2001

Art Director Interactive Media

Promoted from Graphic Designer. Designed and maintained digital promotional projects and landing pages and managed brand consistency. Key clients include Burger King, Butterfinger, Pernod Ricard, Universal Studios, and Foster Farms.