

It's simple.

Creativity, in the real world, involves just as much "in the box" thinking as "out." I believe that some of the best ideas in marketing design begin with an "out of the box" approach, that is reigned in and blended with several levels of purpose.

I'm originally from Raleigh, although I've returned here in 2006 after living and working in Los Angeles for 4 years where I've gained a good portion of my experience in the field. I've been fortunate enough to be involved in every aspect of marketing, from categorizing demographics and market positioning, all the way down to the design of each piece. I'm very open to all criticism, and I'll never let ownership of a project get in the way of great ideas. I've learned the rules of marketing; however, my greatest strength within communication is how to break those rules effectively.

work experience

- Working independently under the name of Chariot Creative. (*Feb 2009 - Present*)
- Director Web and Graphic Design for Telepathic Graphics - Raleigh, NC (*Aug 2008 - Feb 2009*)
 - Web design, print design, and prepress set up
 - Maintaining consistent brand (web and print) for each client
 - Client consultation, order details, and quoting on projects accordingly
- Creative Manager for The Customer Link, Inc. - Cary, NC (*Aug 2007 - Aug 2008*)
 - Design and layout for all printed materials involved with each CME activity
 - Design, development, and maintenance of company web sites
 - Original design for both sites: thecustomerlink.com and totalmeded.com
 - Registration sites created for each CME activity with unique artwork each time
 - Over 50 CME activities approved / completed successfully for 2008 by August!
 - Analyzing budgets, gathering quotes, communication with all vendors
- Art Director for Winfield and Associates Marketing + Advertising - Raleigh, NC (*Jun 2006 - Aug 2007*)
 - Responsible for the agency's creative and productive processes from concept to completion
 - Work directly with owner in creating effective campaigns for each client
 - Marketing research, budget analysis, demographic focus
 - Designed, developed, and maintained company web site
- Contracted with Rocky Mount Arts Center conceptual and print designer (*2006 - Present*)
 - Responsible for materials for all theater productions, from concept to completion
 - Full layout and design of Arts Center Seasonal Brochures for 2007, 2008, and 2009
 - Creation of number of catalogs artist exhibitions
- Graphic Designer at San Manuel Indian Casino Marketing Dept. - Highland, CA (*Aug. 2003 - June 2006*)
 - Responsible for design / production both individually and with marketing team
 - Complete Ad Campaigns from concept to print, including:
 - Billboards, Printed Ads, Direct Mailers, Brochures, Posters, T-shirts, & Packaging
 - Working with Director and Managers on demographic-based focuses
 - Proofing all layouts and tight communication with printers / vendors
 - Helped to create The Customer Service Standards Guide for 2005
 - Implemented for the 2,500 + employees of the company
 - On-site photography and shot set-up for promotional events
 - Part of team writing radio spots and TV commercials
 - Consistently maintain review scores among the top 2 in my department

jason cooke

work experience *(continued)*

- Graphic Designer at Doyen Design - Pasadena, CA (*Sept. 2002 - Aug. 2003*)
 - Responsible for all production, creative, and pre-press work
 - Individually managed meetings with high profile clients
 - Complete layout & design of concepts as needed
 - One-on-one client consultations discussing budgets and advertising needs
 - Work included Brochures, Menus, Business Cards, Event Signage, & Catalogs
- Employed with Target Stores - NC / CA (*Nov. 1997 - July 2003*)
 - Promoted three times within company
 - Held short and long-term investigations
 - Maintained communication with FBI and SBI
 - Attended court testifying under oath on a weekly basis for each case
 - Designated as the team member to attend seminars, return, and train the team accordingly
 - Worked closely with district and store manager to carry out improvements
 - Transferred to Los Angeles CA district
 - Quadrupled apprehension numbers within one month at Rosemead, CA store
 - Managed and scheduled seven employees in store security
 - Gained previous sales experience as cashier, cart attendant, and in stock

education

- Attended NC School of Communication Arts in Digital Media (*Sept. 1999*)
 - Digital Media Certificate in graphic design
 - Learned principles of design and acquired communication/critique skills
 - Gained understanding of conceptual design and excelled in traditional art mediums
 - Selected to work with the instructor on freelance projects work after graduation
 - Completed Digital Media Degree with GPA of 3.67
- Attended Nash Community College for 2 semesters in Associate of Arts (*Aug. 1999*)
 - Acquired knowledge of art history and expression
 - Broadened traditional art skills and methods
 - Maintained a GPA of 3.3 in the associates in arts.
- Graduated Southern Nash High School with GPA of 3.9 (*June 1999*)
 - Completed Intermediate Art, and Art I through Art IV
 - Acquired knowledge of color, expression, and composition

software

- Adobe Indesign CS3
- Adobe Photoshop CS3
- Adobe Illustrator CS3
- Quark XPress 6.5
- Adobe After Effects 6.5
- Adobe Acrobat
- Dreamweaver
- Flash
- Microsoft Powerpoint, Excel, and Word

For samples of my work, please visit my site:
jasoncookedesign.com