WWW.JAKEHERRON.COM   (801) 837-6311   JAKEHERRONART@GMAIL.COM

JACOB HERRON

Art Director based in the beautiful Salt Lake City, UT. 9 years of experience in marketing agencies, professional sports, and currently - the theatrical entertainment industry.

SKILLS

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Google Suite
Procreate
Figma

PERSONAL

Punctual
Communicative
Efficient
Organized
Collaborative
Personable

EDUCATION

BACHELORS DEGREE | SOUTHERN NEW HAMPSHIRE

GRAPHIC DESIGN

UNIVERSITY OF UTAH

GENERAL EDUCATION

EXPERIENCE

SEPT. 2023 - PRESENT | ANGEL STUDIOS

ART DIRECTOR

- Overseeing all design work in the marketing department at Angel Studios including: global theatrical campaigns, full brand development, digital and print ads, and the creation of theatrical key art
- The sole art point-of-contact for filmmakers and executive teams
- Strategizing marketing campaigns for our theatrical runs that generate tens of millions of dollars at the box office
- Managing a team of 4 full time graphic designers and 3rd party contracted designers

OCT. 2021 - SEPT. 2023 | ANGEL STUDIOS

SENIOR DESIGNER | TEAM LEAD

- Team Lead and manager for multiple full-time designers and social media specialists
- Crafted captivating digital and print advertisements, billboards, and social media content. Proficient in developing comprehensive brand kits and creating compelling key art

JUL. 2021 - JAN. 2023 | RUKE AGENCY

CO-FOUNDER | CCO

- Developed in-depth business and marketing plan, all company branding assets, web and online storefront layout, social media spreads, and merchandise design
- Managed client sales and created an online storefront, personal branding and custom apparel for 40+ Division 1 Athletes
- Facilitated the industry's first ever team-wide licensed apparel deal with the Brigham Young University Football team [read article]

JACOB HERRON

ACHIEVEMENTS

ANGEL STUDIOS 2024

Successfully re-branded and created new theater and digital key art for an upcoming film. When tested, the re-brand and key art assets tested 30% better in conversions than the previous brand. This solidified our filmmaker relationship and has set us up for a more lucrative box office run when the film hits theaters globally.

RUKE AGENCY 2022

Became the first known company in the United States to launch a team-wide structured NIL apparel deal with a Division 1 Athletic Team. This project brought in roughly $10,000 in net profits for the business and even more for the individual players

BRAND+AID 2021

Developed and presented a 35-page custom merchandise deck to our client Reddit and their executive team. Reddit loved our presentation so much that they made Brand+Aid their exclusive internal merchandise provider. This secured a roughly $400,000 contract for the company (the largest at that time).

EXPERIENCE CONTINUED

JUL. 2020 - OCT. 2021 | BRAND+AID

LEAD GRAPHIC DESIGNER

- Managed and collaborated with two full-time graphic designers
- Led all company creative campaigns, created design work for 50+ clients
- Regularly developed branding, client presentations, and merchandise creation

JAN. 2018 - JUL. 2020 | REAL SALT LAKE

LEAD GRAPHIC DESIGNER

- Created graphic content for all social media platforms, web advertisements, billboards, facility branding, and in-stadium experiences
- Directed media day photo shoots, developed style guides, and visual brand strategy before each Major League Soccer season

JUL. 2017 - JAN. 2018 | UNIVERSITY OF LOUISVILLE

GRAPHIC DESIGNER | FOOTBALL

- Created social media recruiting templates
- Developed individualized social graphics for high-profile football recruits
- Designed print mailers and physical cards for recruit official visits

JUL. 2016 - NOV. 2016 | REDIRECT DIGITAL

GRAPHIC DESIGN INTERN

- Created fliers, billboards, and web advertisements for various clients
- Participated in client meetings to go over their campaigns and design expectations