

Jeffrey Jordan

Senior Video Producer & Designer

Wallingford, CT

(917) 773-7971

jffrystudios@gmail.com

[linkedin.com/in/jjstudiosnyc](https://www.linkedin.com/in/jjstudiosnyc)

jjstudiosnyc.com

SUMMARY

Talented graphic artist and video producer with over 16 years experience producing visually compelling marketing collateral and brand pieces. Have successfully produced numerous award-winning advertising and brand campaigns in the healthcare space.

WORK EXPERIENCE

Molina Healthcare · Remote

November 2021 - Present

Senior Video Producer

- Produces and curates video content across various genres, including promotional materials, corporate presentations, and webisodes, for diverse clientele.
- Develops motion standards and templates, encompassing lower thirds, logo animations, textual overlays, and graphic elements, tailored for both in-house utilization and vendor collaborations.
- Conceptualizes and execute video projects between :15 seconds to 10 minutes in length to help communicate corporate, member and philanthropic messaging using Adobe Premiere Pro.
- Facilitates client consultations to discern their objectives and vision, offering strategic recommendations to achieve desired outcomes through video productions.
- Direct seamless coordination of all production phases, maintaining a steadfast commitment to quality assurance and client satisfaction.
- Interpret client briefs with ingenuity, steering projects from conception to execution, and delivering final outputs that surpassed expectations, fostering long-term client loyalty.
- Contribute to savings of over 400K in outsourced production costs via the implementation of internal video production techniques.

Affinity Health Plan · New York, NY

January 2014 - October 2021

Senior Graphic Designer

- Led the creative and production of brand and marketing campaigns alongside our in-house team of writers and designers. These campaigns not only helped repair Affinity's reputation but also contributed to generating over \$3 million in profits the following year.
- Conceptualized and executed diverse print and digital collateral, including logos, brochures, packaging, social media assets, website layouts and brand campaigns.
- Orchestrated end-to-end management of branding initiatives, overseeing projects from initial concept to final delivery, meticulously upholding standards of excellence, timeliness and fiscal responsibility.
- Demonstrated adeptness in handling concurrent graphics projects, adeptly balancing priorities to deliver exceptional quality and adherence to deadlines.
- Facilitated seamless collaboration with print vendors and digital production counterparts, guaranteeing flawless execution and timely dissemination of graphic assets.

FedEx Office · New York, NY
Production Manager

April 2007 - January 2014

- Facilitated production operations at FedEx Office, ensuring seamless workflow and optimal resource utilization.
- Directed a team of production staff, fostering a collaborative environment to achieve production targets and meet customer demands efficiently.
- Monitored inventory levels and coordinated with suppliers to ensure timely procurement of materials, minimizing production delays and ensuring continuity of operations.
- Implemented quality control measures to uphold the highest standards of product quality and consistency, resulting in increased customer satisfaction and retention.
- Developed and implemented training programs for production staff to enhance their skills and knowledge, leading to improved performance and job satisfaction.
- Maintained compliance with safety regulations and standards, fostering a safe working environment for all employees and minimizing workplace accidents.

Garyline · New York, NY
Graphic Designer

January 2008 - April 2010

- Developed innovative graphics for a diverse range of merchandise, encompassing sports bottles, mugs, apparel, bags, automotive accessories, and various promotional items.
- Crafted visually compelling materials such as the annual sales catalog, monthly sales advertisements, quarterly product brochures, and print/web advertisements, resulting in consistency in branding and messaging.
- Collaborated closely with the Vice President of Marketing and Art Director to align design strategies with overarching advertising, marketing, and promotional objectives.
- Demonstrated proficiency in translating conceptual ideas into tangible visual assets, leveraging creative flair and technical expertise to enhance brand visibility and drive sales.
- Contributed to the strategic planning and execution of marketing campaigns.

EDUCATION

AAS in Web Design & Interactive Media

The Art Institute of NYC · New York, NY
2010 to 2012

SKILLS

- Strong knowledge of the Adobe Suite (Premiere Pro, Photoshop, After Effects, Media Encoder) 16+ years
 - Excellent communication skills, both verbal and written
 - High level of attention to detail and accuracy
 - Ability to collaborate with creative teams and clients
 - Microsoft Suite, Monday, Asana and other PM Tools, knowledge of video codecs
 - Work creatively and technically under tight deadlines and strong ability to juggle multiple projects
- | | |
|----------------------|------------------|
| Adobe Creative Cloud | Videography |
| Art Direction | Video Editing |
| Marketing | Post Production |
| Advertising | Video Production |
| Branding | Social Media |
| Project Management | Audio Design |
| Motion Graphics | |