

Jeffrey Hill

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WWW: Bold Profile

Skills

- Social Media Marketing
- Budgeting
- Corporate Communications
- Annual communication planning
- Branding management
- Calendar Management
- Marketing Collateral Development
- Message branding
- Creating collateral
- Content coordination
- Content Development
- Client profile building
- Brand Management
- Video content production
- Project Management
- Social media content development
- Marketing Communications
- Business Growth
- Communications strategy
- Brand Messaging

Software

Adobe Creative Suite 

Microsoft Office 365 

Results-driven Senior Creative Communications Manager with over 6 years of experience in digital media production, corporate communications, and project management. Adept at transforming complex concepts into engaging visual narratives that enhance brand presence and drive audience engagement. Proven track record of managing cross-functional teams, executing high-impact marketing campaigns, and delivering projects from concept through completion using Agile methodologies. Skilled in utilizing digital technologies such as CMS, DAM, and the Adobe Creative Suite to optimize production processes and achieve strategic business objectives. Known for building strong client relationships and leading high-performing teams to produce compelling multimedia content across various platforms.

Work History

Senior Creative Communications Manager

American Tire Distributors, November 2022 - Current
Huntersville, United States

- Lead digital media production, focusing on video editing and graphic design to enhance brand storytelling and elevate market presence.
- Manage cross-functional teams, developing and executing video projects for various platforms, including webcasting and commercial production.
- Optimize workflows in Content Management Systems (CMS) to drive efficiency and innovation.
- Support client needs by producing diverse types of video content and marketing materials, ensuring high engagement and brand alignment.
- Oversee day-to-day operations for production company specializing in creating videos for webcasting, commercials and special events. -Manage video shoots, set teams and performers while creating work schedules and operating production equipment. -Log and edited footage into melt reels.
- Maintain and organize digital video files within library of assets.
- Hired and trained independent production specialists, graphic designers and other staff members.
- Develop promotional materials, posters and videos.
- Work with clients to produce various types of videos.
- Develop ideas, produced and edited vast types of projects for various media and platforms.
- Evaluated program effectiveness to determine return on investment.
- Analyzed market data to inform strategic decisions.

Communications Production Manager

American Tire Distributors, July 2021 - January 2023
Huntersville, United States

- Oversee day-to-day operations for production company specializing in creating videos for webcasting, commercials and special events
- Manage video shoots, set teams and performers while creating work schedules and operating production equipment
- Log and edited footage into melt reels
- Film and interviewed guests for segments on news program
- -Maintain and organize digital video files within library of assets
- Digitize and log video and audio footage

- Review scripts and complete script coverage
- Capture and edit video for projects
- Hired and trained independent production specialists, graphic designers and other staff members
- Develop promotional materials, posters and videos
- Oversee development of company website and fielded customer questions sent electronically
- Work with clients to produce various types of videos
- Develop ideas, produced and edited vast types of projects for various media and platforms
- Assist clients and creative teams in script writing and set design
- Assess captured video to guarantee digital integrity
- Manage and coordinate post-production video editing, motion graphics design, compositing and quality assurance reviewing
- Liaise between departments to create and execute elements for programming.

Video Production Analyst

Lowe's Companies, Inc., Mooresville, United States

September 2020 - July 2021

- Edited content in real time at events to deliver high-quality media content within short timeframes
- Reviewed and edited film by selecting best combination of performance, sequencing and timing to tell story
- Participated in creative meetings to assist in developing ideas and defining project deadlines
- Organized assets by collecting data from camera media, transcoding video and audio files and managing file backup to digital asset management system
- Edited training videos for digital distribution by managing graphics, sound, music mix and color correction.

Media Production Specialist

Masco Corporation, Mooresville, United States

March 2017 - March 2020

- Responsible for delivering omnichannel media related assets for Masco including photography, videography, and graphic design
- Delivered creative for home improvement brands including Delta faucets, Kilz paint and Kichler Lighting for multiple customer teams including Lowe's, Walmart, Home Depot and Amazon
- Assets leveraged for web, print, blogs, articles, training videos and social media purposes Created internal capability of delivering 360 Spin Photography of our products for use online on Lowes.com, Homedepot.com, Amazon.com & Walmart.com saving the company money and time compared to outsourcing
- Developed process by which we could live stream consumer research to offices outside of North Carolina to save company travel time and expenses
- Took on project management responsibilities including initial kick-off meetings with team members, pulling together proposals including timing + pricing, production, then soliciting feedback and alignment to finish and commercialize projects Maintained team budget and schedules for production and editing to ensure timely and on plan delivery
- Leveraged Adobe Premier, Photoshop, Illustrator, InDesign and OBS Studio to meet production needs Prepared and edited film pieces in a way that is invisible to the audience using standard and advanced editing techniques

- Planned and performed video post-production tasks including reviewing footage, making editorial decisions, video trans-coding, rough cuts, audio adjustment, color correction, and final editing
- Designed sales and marketing materials such as brochures, proposals, pitch decks and print material
- Planned video shoots in studio and remotely by managing production through all stages to completion
- Improved Masco production operations and profitability by applying new technologies and fostering evolution of production standards -Developed team communications, videos and information for regional sales meetings

Brand Responsible Representative

Masco Corporation, Little Rock, United States

March 2016 - April 2017

District Representative

Masco Corporation, Little Rock, United States

December 2012 - March 2016

Creative Manager

Spegeti Digital Consulting, Conway, United States

September 2014 - January 2016

Territory Manager

US Foods

April 2010 - July 2012

Sales Representative

Newell Rubbermaid

February 2007 - January 2009

Technical Field Representative

Nielsen Media Research

July 2005 - July 2007

Education

University of Central Arkansas

Bachelor of Business Administration in Marketing January 2004