

JERRY PLUNK

Creative | Designer | Thinker

DETAILS

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EXPERTISE

Illustrator	██████████
Photoshop	██████████
InDesign	██████████
Lightroom	██████████
Premiere Pro	██████████
After Effects	██████████
Adobe Audition	██████████
Media Encoder	██████████
Word	██████████
Excel	██████████
Power Point	██████████
Keynote	██████████
MAC Platform	██████████
PC Platform	██████████
CMS	██████████
Asana Traffic	██████████
Trello	██████████
Teams	██████████
FileMaker Pro	██████████

REFERENCES

Available upon request.



PROFILE

I am an experienced creative, multi-talented designer/team leader/digital and print with an extensive background in marketing, digital multimedia, print/video design and project management. Exceptional collaborative and interpersonal skills and a strong team player with well-developed written and verbal communication abilities. I push to help meet and exceed projected expectations that are established from a big picture perspective while understanding my role. I have a proven track record of configuring a seamless and effective production of a deliverable from concept to finish. My thinking is bold yet respectful. My approach is not expected yet successful. My passion is uncompromising yet healthy. I believe in sound criticism and the bond it creates on a team when fostered with integrity and kindness. Simply put, it is why I do what I do and I love it.



EMPLOYMENT HISTORY

- Consulting Creative Director – The Root Agency, Tampa Bay, FL**
February 2022 – July 2022
Working closely with the CEO, this consulting startup required very close monitoring of all things marketing and creative. Developed an identity and total rebrand for every touch-point, piece of collateral and digital asset needed. Worked closely with nonprofit developers to provide corporate and individual multi-page briefs, sponsorship packages, video production, digital assets and presentations for the campaigns, and training materials for their clients including 5% of the Big Brothers Big Sisters National Federation (10 agencies), African American Teaching Fellows, Catholic Diocese of Memphis, Catholic Diocese of St. Petersburg and St. Francis of Assisi Catholic Church in Memphis.
- Art Director, Creative Manager – Big River Distilling, Memphis, TN**
July 2021 – February 2022
Created and supervised all design work including packaging, website/assets, labels, custom shippers, product sales sheets, store front creative, signage, and marketing campaigns (print/digital) for 15 states nation-wide. Coordinated all aspects of campaign concepts through entire lifecycles on omni-channel touch-points and built strategies to catapult our market presence to a national entity. Worked closely with the C-suite to coordinate short and long term strategies to support big picture initiatives. Responsible for pinpointing KPI's and tracking metrics to ensure proper growth and execution.
- Director, Digital Art – GreatNeck Saw, Memphis, TN**
Aug 2020 – July 2021
Responsible for conceptualizing and managing creative output of the creative staff to include in-house photographer/videographer, Art Director, three designers, a Senior Production Artist and a trafficking manager. Provided successful concepts for major rebranding projects of the highest yielding brands to include GreatNeck, OEMTOOLS and REAPR - all owned by GreatNeck Saw Corporate in New York. In collaboration with the Executive Vice President of Marketing, simultaneously produced campaigns complete with printed collateral, sales sheets, catalogs (online and printed), omni-channel digital ads/banners and videos, all of which were tagged and traced where possible for the analytics. Worked hand-in-hand with the e-commerce team to provide high quality imagery and digital assets according to daily research on Amazon and Amazon Plus from product managers. While keeping on the edge of relevance, and alongside photographer/videographer, kept a steady flow of very detailed imagery containing all new products being manufactured and sold, loaded to the company websites, Amazon and our largest buyer, AutoZone Global, whilst navigating and providing solutions to detailed pain points from the marketing team.
- Sr. Manager | Still & Motion Media | Designer – Oden Marketing & Communications, Memphis, TN**
Jan 2013 – Aug 2020
Assembled and continually expanded the only in-house video department Oden Marketing & Communications had. Delivered first-hand any component of video/motion graphics to clients to include scopes, estimates, schedules, concepts, scripts, storyboards, equipment, rentals, talent, on site supervision and consulting for other shoots, the actual shoots, art direction, editing, approval processes, and final files tailored for their specific usages (online, keynote speaker intros, emails, E-commerce, trade shows). Partnered to develop FedEx's current brand site architecture and assets along side the EVP of marketing. Sixteen months experience working with the social marketing team producing strategic schedules for the materials on multiple platforms. Built and led a team in a large-scale, brand color dive for FedEx to optimize their world-wide color scheme under multiple environmental conditions by tracking photography/video and calibrated retouching workflows/-style profiles for their vendors. Shot and managed the stewardship of 100% all of FedEx's packaging suite for their global brand site.
- Art Director | Photographer | Hi end retouch | Production Art Manager – Oden**
Sep 2004 – Aug 2020
Created and spearheaded the photography department comprised of a full blown studio producing 19 awards local, district and national. Collaborated with Thomas & Betts (now ABB) to create corporate guidelines on their photography based on imagery I tailored to their specific needs down to the pixel. Developed all of FedEx imagery for their racing digital assets whilst holding true to their corporate colors throughout every shot produced, curated, and retouched. Forged with years of production art and design, had the role of a one-person-creative working very closely with up to 40+ other team members to support the positioning initiatives of our national and international fortune 100 clients including, but not limited to all of the FedEx OPCOs.

Clients: FedEx - first and only internal video built to drive excitement and mood for a 2020 total re-brand specifically for the internal marketing team up to, and including CEO Fred Smith, Digital Experience Opener, et al. *ABB* - multiple product launch videos for both customer facing and internal audiences. *Memphis Grizzlies, Evergreen Packaging, Thomas & Betts, Hilton, Blue Crest, International Paper, Metropolitan Bank, Ring Container Technologies, Buckman Labs, Oden Self Promotions* and more.
- Production Art Design | Photographer – Oden**
Sep 1998 – Sep 2004
Designed, produce, archive, press check, and consult on over 200 different language Air Waybills for FedEx that included very specific details on every adjustment made for the client's legal team. This was nearly a \$1M/annual revenue stream for Oden. Back-up photographer for in-house comp/hi res imagery. On my own time, I created concepts, researched, prototyped and pitched to our IT director and COO a digital trafficking system that not only managed our workflow for us, it also eliminated a revenue drain on our time-keeping and gave each employee a view into our productivity from a granular and macro level.
- Operations Manager, Ramp Agent, Information Coordinator, Trainer – Fully Qualified – FedEx**
Feb 1989 – Mar 1997 [#89509]
While in college, I coordinated with flight crews and my team nightly to safely, correctly, and fully load international flights, maintain center-of-gravity in weight and fuel loads all within a two hour sort window.



EDUCATION

- The University of Memphis, BFA with a concentration in Graphic Design, Cumulative GPA: 3.75
1988 – 1995
Graduated Magna Cum Laude with honors.
Awarded Portfolio Scholarship.



AAF Memphis Board Member

June 2016 – June 2018

- Awards**
- 2x Local Gold Addy, 1x District Gold Addy – Poster Design
- 3x Local Gold Addy, Local Best of Photography, 2x District Gold Addy, 1x National Silver – International Paper Accent Opaque Campaign
- 2x Local Gold Addy, 1x Local Special Judges Award, 1x District Gold Addy, 1x District Special Judges Award – Cinematography/Videography, Special Effects Video and Film
- 2x Local Gold Addy – Animation/Special Effects, Video Digital
- 1x Local Gold Addy – Self-Promotion, Video
- 1x Local Gold Addy – Advertising Industry, Self Promotion
- 2x B2, The BMA Awards – Video Production, Under 5:00
- 1x B2, The BMA Awards – Agency Promotional
- 2x Local Silver Addy – Art Direction, Animation/Special Effects
- 2x Local Silver Addy – Agency In-House Self-Promotion, Video Illustration
- 1x Local Silver Addy – Branded Content, Self-Promotional Philanthropic Video
- Portfolio Scholarship – University of Memphis