



## INFO

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📍 62-82 60TH PLACE  
RIDGEWOOD, NY, 11385

## EDUCATION

SUNY BINGHAMTON  
2010-2014

- B.A. ENGLISH RHETORIC &  
GRAPHIC DESIGN

## SOFTWARE

ADOBE CREATIVE SUITE CC  
MICROSOFT OFFICE SUITE  
DAVINCI RESOLVE  
ABLETON LIVE  
REAPER  
WORDPRESS

## SKILLS

GRAPHIC DESIGN  
VIDEOGRAPHY / EDITING  
MOTION GRAPHICS  
TYPOGRAPHY  
BRANDING  
PHOTOGRAPHY  
PHOTO EDITING/MANIPULATION  
CONTENT PRODUCTION  
CASTING / DIRECTING  
AUDIO EDITING  
ILLUSTRATION  
COLOR GRADING  
CONTENT MARKETING  
DATA DRIVEN DECISION MAKING  
MARKETING / ADVERTISING  
EMAIL MARKETING  
SOCIAL MEDIA  
COPYWRITING  
PRODUCT MOCK-UPS  
MAILING LIST PLATFORMS  
(ITERABLE, MAILCHIMP)  
BRAND PARTNERSHIPS  
EXCEL

# JEFF O' NEILL

## DESIGNER/VIDEOGRAPHER

## PROFILE

MULTI-DISCIPLINARY GRAPHIC DESIGNER, VIDEOGRAPHER, PRODUCER AND MARKETING ASSOCIATE. I SPECIALIZE IN CONTENT DEVELOPMENT AND MARKETING CAMPAIGNS TO MAXIMIZE VIEWERSHIP, ENGAGEMENT AND REVENUE GENERATION. I BEGAN DESIGNING OUT OF PASSION OVER 10 YEARS AGO FREELANCE AND HAVE CONTINUED CHASING MY LOVE FOR DESIGN, MUSIC AND VIDEO THROUGH MY EDUCATION AND CAREER.

## EXPERIENCE

### ■ YOUSICIAN/GUITARTUNA JULY 2017 - PRESENT

RESPONSIBLE FOR HANDLING ALL VIDEO AND STATIC ASSETS FOR ADVERTISEMENTS ACROSS FACEBOOK, GOOGLE UAC AND OTHER NETWORKS. REFRESHING OLD, POORLY PERFORMING AD CONTENT, DRIVING DOWN COSTS PER TRIALS (CPTS) BY OVER 30%. CREATING NEW APP STORE VIDEO AND IMAGES, INCREASING CONVERSIONS BY OVER 6%.

### ■ WAC LIGHTING NOV 2017 - JULY 2017

HANDLED PRINT PUBLICATIONS SUCH AS CATALOG, ADVERTISEMENTS, INSTRUCTION SHEETS, PRODUCT PACKAGING, DISPLAY GRAPHICS, EVENT-RELATED MATERIALS ETC. VIDEOGRAPHER/EDITOR COVERING EVENTS, TRADE SHOWS, INSTALLATIONS, ETC. AS WELL AS HANDLING CREATIVE CONTENT AND BRAND-RELATED MOTION GRAPHICS. ESTABLISHED BRAND LOOK AND FEEL FOR NEW FAN PRODUCT.

### ■ PLEDGEMUSIC JAN 2015 - NOV 2017

LEAD CREATIVE DESIGNER AND SUPERVISOR OF SMALL TEAM OF DESIGNERS HANDLING MOCK UPS, SOCIAL MEDIA ASSETS, INTERNAL AND EXTERNAL PRESENTATIONS/PARTNERSHIP PITCHES, NEWSLETTERS (1.5M USERS), VIDEO AND MERCHANDISE DESIGN FOR ARTISTS SUCH AS WU-TANG CLAN, CAGE THE ELEPHANT, BLIND PILOT, THE VIOLENT FEMMES, MICHAEL BOLTON, MÖTLEY CRÛE, THE FLAMING LIPS, SHANIA TWAIN, LINDSEY STIRLING, WYCLEF JEAN, DENNIS LYXZÉN (REFUSED), JOHN NOLAN (TAKING BACK SUNDAY), JEREMY ENIGK (SUNNY DAY REAL ESTATE), ANI DIFRANCO.

GREW SOCIAL MEDIA FOLLOWING BY OVER 35% AND VIDEO VIEWERSHIP BY OVER 300% BY ENACTING NEW VIDEO VERTICALS, CREATING EXCITING AND CONSISTENT BRANDING, HIGH QUALITY LIVE PERFORMANCES AND STRIPPED DOWN ACOUSTIC SESSIONS.

### ■ DXVI DESIGNS JUNE 2010 - PRESENT

FREELANCE GRAPHIC DESIGNER/VIDEOGRAPHER FOCUSING ON THE MUSIC INDUSTRY/CREATING ALBUM ARTWORK, MERCHANDISE, PROMOTIONAL VIDEO, CONCERT POSTERS, LOGOS, BRANDING.

### ■ UPSTATE MERCH JUNE 2014 - DEC 2014

DESIGN CREATION, COLOR SEPERATIONS, PRINT PREPERATION, INK MIXING/ COLOR SCIENCE AND SCREEN PRINTING APPAREL.