

JACOB TANNER SMITH

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615.861.0139

EXPERIENCE

Creative Director | RizePoint

2018 – Present // Salt Lake City, UT

- Manage all visual efforts and touchpoints of the RizePoint brand, including **print** and **digital advertising**, **video production**, **web design**, and **trade show branding and promotion**
- Created the entire **2019 RizePoint Brand Guidelines** and oversaw the creation of newly-branded **webpages** and accompanying **graphics** to reflect the updated identity
- Designed and fulfilled **all trade show branding** for RizePoint's booth presence at **more than 15 events** in the SaaS and Food Safety industries from 2018 to 2019
- Designed more than **150 graphics**, **shot** and **edited over 30 videos**, and **photographed 20+** corporate **events** and coordinated **photoshoots**
- Collaborated with third-party agencies and vendors for **print production**, one-off content requests, and **event production** for the RizePoint **user conference** Engage 2018

Video Producer | RizePoint

2017 – 2018 // Salt Lake City, UT

- Managed **all video creation** from pre-production to post-production, regularly **directing**, **filming**, and **editing** raw video content for RizePoint's marketing efforts
- Coordinated, shot, and edited RizePoint **success stories/case studies** working with brands in the food and technology industries like ASI Food Safety, Thermoworks, and Papa Murphy's
- Received **3 awards** for videos showcasing RizePoint software and functionality (Videographer Awards [2], AVA Digital Awards [1])

Associate Creative Director | Westminster College

2015 - 2017 // Salt Lake City, UT

- Created print and digital graphic design, video, and photo content for **over 35** school events, clubs, and programs
- Developed and created **brand identities**, **logos**, and **guidelines** for various **organizations** on campus, collaborating with club **stakeholders** and **directors**

SKILLS

Photography // Photo Processing
Videography // Video Editing
Graphic Design
Branding

Web Design
User Experience Design (UX/UI)
Print Advertising
Digital Advertising

Event Marketing
Trade Show Branding & Booth Design
Audio Recording & Production
Social Media Management

Final Cut Pro
Wordpress
Journalism
Copywriting & Copyediting

Content Creative | OJR

2014 - Present // Salt Lake City, UT

- Develop all OJR (Oliver John-Rodgers) **video** and **graphic design** content for **web**, **YouTube**, and accompanying visuals for **album releases** and other downloadable/streamable content
- Helped OJR earn **25,000 monthly listeners on Spotify** and **half a million plays** on his top track "Numb," as well as radio time on stations around the country including **Lightning 100** (Nashville, TN), **90.9 KRCL** (SLC, UT), and **90.3 KEXP** (Seattle, WA)

Videographer | TEDx

2016 // Salt Lake City, UT

- Operated the **primary camera** for Westminster College's 2016 TEDx event, **recording 13 lectures** and **performances**
- Filmed the event using **Canon FS7** cameras and Canon Lenses, and recorded audio using **Sennheiser** microphones and mixers
- Helped create **promotional materials** for the event including **brochures**, speaker profiles and **photoshoots**, and **street banners**

Content Creative | FDM Media

2015 - 2017 // Salt Lake City, UT

- Produced and directed **video** and **photo** content for FDM clients in the **ski** and **outdoor-recreation industries**
- FDM Media is a Salt Lake City based agency creating content for brands in the outdoor recreation and sports industries like **Stanley PMI**, **Solitude Mountain Resort**, and **Bonanza Campout Music Festival**

Freelance Photographer, Videographer & Graphic Designer

2012 - Present // Nashville, TN - SLC, UT

- Create photo, video, and graphic design content for **over 20 clients**, ranging from artists in the music industry to **small businesses** and **local event promoters**
- Shot photos for over **50 commercial** and **corporate events** in the music, software, and outdoor recreation industries
- Helped Zotti get over **275,000 plays** on his top track and **5,500 monthly listeners on Spotify** through video and social media promotion

EDUCATION

Westminster Honors College
B.A. in Communication
Minor in Film Studies
Magna Cum Laude

REFERENCES

Corey McGarr

Web Developer at RizePoint
Phone: (801)-228-7385
Email: coreymcgarr4@gmail.com

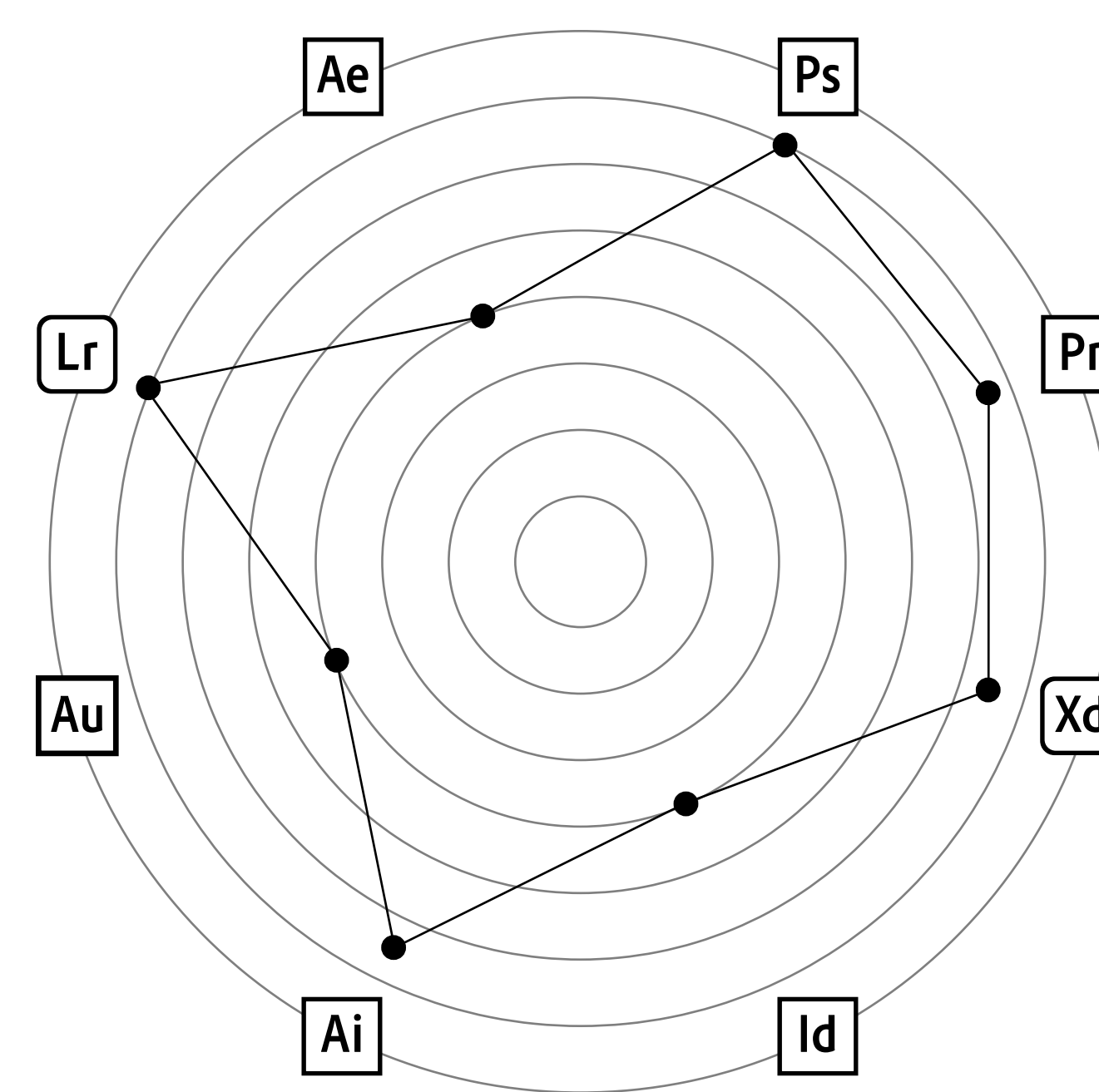
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ADOBE CREATIVE SUITE



AWARDS & HONORS

Dot Comm Awards - Platinum Winner
| Website Redesign
July 2018 | Dot Comm Awards

AVA Digital Awards - Gold Winner
| Web-based Video Production
January 2018 | AVA Digital Awards

Distinction Award - Video Production
| Low Budget Under \$1,000
July 2018 | Videographer Awards

Booth Design - Honorable Mention
| Best of Show
June 2018 | National Restaurant
Association

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