

Jordan Gaither

Creative Director

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Trend-savvy and adaptable creative professional, with a wide-ranging expertise in marketing and communications, exceptional video creation skills, and adept leadership in driving artistic teams in the ideation, development, and execution of innovative and impactful marketing campaigns.

Technical Skills

Creative Video Design
Graphic Design
Video Editing & Post-Production
Copywriting/Storyboarding
Branding & Visual Identity
Style Guide Design
Project Governance & Control
Video Production Management
Audience Engagement & Analytics
Social Media Management
Content Creation and Curation
Team Building & Leadership
Staff Training & Development
Quality Assurance & Control
Relationship Building
Strategic Planning & Execution
Voice Over
Sound Design & Audio Editing

Education

Bachelor of Science in Communications
Northern Michigan University

Certifications

FAA-Certified Pilot (107)

Additional Experience

Creative Marketing Consultant and Video Producer

Evertex – 08/2016 – 01/2017

Head of Video Production

Red8 Media – 08/2012 – 01/2024

Impact & Qualifications

- Responsible for **1.6+ million views and a 42% increase in YouTube subscribers** between January 2022 and July 2023.
- Spearheaded the establishment of numerous brands from inception to fruition; **collaborating with diverse clients ranging from the United States Navy to Yahoo.**
- Led large-scale media projects independently, covering scripting, storyboarding, voice-over work, content creation, and editing; functioning as a one-man creative agency.
- **Built and led teams of 20+** talented actors, videographers, sound engineers, and editors.
- Coordinated location selection and decoration for high-quality internal training footage; capturing hours of content within a single day.

Professional Experience

COFENSE

12/2021 – 09/2024

Creative Media Manager

Seamlessly executed end-to-end completion of medium-to-large scale creative marketing projects; overseeing entire process from conceptualization to final implementation on social media. Demonstrated proficiency in multiple media-design platforms, including video design, copywriting, graphic design, voice over, and social media. Collaborated and supervised various team members while managing concurrent project schedules. Delivered outbound creative marketing assets, web and print graphic design, internal training/informative media, website design, brand guidelines, marketing copy, tutorial media, and other related materials.

- Orchestrated and initiated media operations, such as presentations, music, and VoG, for extremely large international conferences.
- Proven success managing the end-to-end video production process, crafting content across various digital platforms, and developing visually appealing graphics, videos, and other multimedia creatives.
- Skilled in concept development, scriptwriting, directing, filming, and editing.
- Proficient in utilizing industry-leading software like Adobe Creative Suite to produce high-quality marketing assets.

Swank Banana Marketing, LLC.

12/2009 – Present

Director of Creative Media Design

Oversee development and utilization of innovative creative resources. Exhibit exceptional expertise as project manager; ensuring compliance with set project timelines and milestones. Produce and refine professional video content. Implement effective brand strategies for maximum impact. Manage various brands on multiple social media platforms. Provide wide array of deliverables, including explainer videos, outbound creative marketing materials, internal training/informative media, website design, brand guidelines, graphic design, marketing copy, tutorial media, and more.

- Excelled at identifying and achieving project requirements to drive process improvements, bottom-line gains, and competitive advantage across diverse media.
- Articulate and refined communicator with a keen eye for detail and a distinctive ability to establish robust relationships while ensuring projects align with business goals.

