

# JEFFREY LOVELL

CREATIVE DIRECTOR | CHIEF OPERATIONS OFFICER

12 DANAMARIE LANE  
PATCHOGUE, NY 11772  
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## OBJECTIVE

Leadership role in an organization combining creative and analytical problem solving with effective communication to drive success.

## PROFESSIONAL ATTRIBUTES

Highly intelligent, creative, autodidactic and technically adept creative director with two years experience managing a variety of successful marketing campaigns and media deployments across a variety of platforms for well-known clients including Xbox, Sony Music, Def Leopard, Ridgebury Tankers, Mayim Bialik and many others. Talent for understanding client needs and translating creative into bottom-line drivers. Proven ability for structuring effective culture and work flow. Effective communicator and well-versed in a multitude of technical areas making for an excellent liaison between technical teams and non-technical end users.

## SELECTED ACCOMPLISHMENTS

### Mayim Bialik - *Grok Nation*

#### *Technical Direction | Project Management | Information Architecture*

Managed production of the blog groknation.com for client Mayim Bialik (*Blossom*, *The Big Bang Theory*) including end-to-end client interaction, design discovery, installation, and deployment. Produced and narrated 5 part video guide to using the Wordpress CMS to ease learning curve for Mayim as a non-technical end user. Arranged hosting on a managed VPS and configured both installation security and distributed CDN. Responsible for engineering HTML structure for SEO purposes as well as monitoring and evaluating Google Analytics data and advising client on best practices to minimize bounce rate and drive readership. Blog garnered over 500 new sessions per minute for the first 24 hours with a to-date viewership of over 1,000,000 sessions.

### April Kry / Metric Records - *Fireflies*

#### *Creative Direction | Project Management | Illustration*

Managed production of the lyric video for *Fireflies* by emerging pop/country singer April Kry, named one of Huffington Post's "Top 20 Country Artists to Watch in 2016". Management included concept, contract negotiation, end-to-end client interaction, design discovery, production, and delivery in multiple digital formats for distribution. Digitally illustrated the lyric video as a series of static frames inside of Adobe Photoshop using a Wacom interface, then created a series of animated Adobe After Effects luma mattes as .mov files. Both were then composited as part of the final video to reveal the illustrations as if ink were spilled onto a notebook. Lyric video accompanied a Radio Disney premiere where it was generally well received.

## SKILLS

### *Leadership*

- Oral Communication
- Written Communication
- Teaching & Motivation
- Analysis & Strategy

### *Creative*

- Photography
- Cinematography
- Illustration
- Graphic Design
- Copywriting

### *Technical*

- Web Design (HTML5/CSS3)
- Wordpress (PHP/MySQL)
- Server Environs (Linux)
- Microsoft Office
- Adobe Creative Suite
- Windows, OSX, Linux

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## Sony/Epic Records, Universal/Def Jam Records, Primary Wave – Various Artists

### *Creative Direction | Project Management | Motion Graphics*

Managed production of various digital media campaigns including end-to-end client interaction, design discovery, production, and hands-on creation of web content including, but not limited to, electronic press kits, splash pages, websites, Instagram content, Vine content, Facebook branding, Twitter branding, tour mattes and ad mattes for artists including Justin Bieber, Alessia Cara, 5th Harmony, Meghan Trainor, Cee Lo Green, Kanye West, Gipp Zagga, Bobby Shmurda, 2 Chainz, Michael Jackson, Daryl Hall & John Oates, Melissa Etheridge, The Go-Go's, Cypress Hill, Def Leppard, and The Scorpions.

## PROFESSIONAL EXPERIENCE

### Operations Consultant | Creative Consultant

#### *Visual Natives (2014 – present)*

Responsible for management of day-to-day operations and client projects. Increased company revenues by 300% and profits by 500% in a two-year period. Created, expanded, restructured, and marketed service offerings. Improved work flow efficiency and project life cycles. Hands-on creation of media assets for high-profile clients. Integrated brand standards company-wide.

### Insurance Producer | Sales Trainer

#### *AAA MidAtlantic (2011 – 2014)*

Responsible for front-line sales of AAA branded insurance products in five states, both from within the existing 3 million household membership base, and through new member generation. Products encompassed all Property & Casualty lines including residential and commercial policies. Transitioned into training. Responsible for ongoing technical and marketing based education of producers as well as interfacing with management to evaluate efficacy and direction.

### Captain | Vice President | Web Master

#### *Wilmington RFC – USA Rugby (2012 – 2014)*

Consistently led the nationally prominent Wilmington RFC to top standings in the most challenging Men's conference in the USA. Led Wilmington to a 2nd place finish nationally in 2013. Duties for administrative club leadership include community outreach (service and charity based), education, USA Rugby regulatory compliance, conference structure design, National Standings tournaments organization and regulation, and continuing education on rugby laws. Duties for web administration included design, development, updating, and maintenance of WRFC's online presence including standings, news postings, media, scheduling, interactive maps, rosters, and e-commerce.

## FORMAL EDUCATION

### Hofstra University – Hempstead, NY

*Bachelor of Arts 2008 – Theater (Performance), Philosophy (Ethics)*