

JIRO PRESTON

Art Director / Security Professional

Career Summary

Success directing and implementing a broad range of revenue-generating design and photography projects, from conception to launch. Readily translate business requirements into effective advertising campaigns. Cross-functionally partnership to build consensus and ensure projects meet all milestones, deadlines, and budget requirements.

Area of Emphasis

- Full Cycle Project Management
- Cutting Edge Art Direction
- Usability & Safety Practices
- Protective Services
- Commercial Photography
- Media Relations

Professional Experience

FOUNDER, CREATIVE DIRECTOR | 3REATIVE MEDIA BALTIMORE, MD. (2011-2017)

Efficiently lead and administer creative design projects in support of ongoing marketing and merchandizing programs for international manufacturers specializing in cosmetic brands. Forge and sustain production and design teams. Coordinate with Directors on purchases and administrative functions. Review all production to ensure compliance with implementing corporate standards.

- Provided design campaigns increasing sales in excess of \$1M.
- Expanded online presence by leveraging 80% revenue increase.
- Maximized ROI partnerships with third-party vendors and talents.

ART & SECURITY DIRECTOR | ATHENS ENT. GROUP ATHENS, GA. (2013-2017)

Assess market position and trends, devise advertising and safety strategies, and present to senior management. Create photography, design theme and graphics focused on B2B and B2C online and print marketing campaigns. Review all production materials on key projects manage operational, strategic, financial, staffing, security measures and administrative functions.

- Completed multiphase projects increasing revenues by 85%.
- Managed staff concept promotions expanding profits by \$60,000.
- Trained staff on protective procedures of guests and property.

DESIGNER & TECHNICAL ILLUSTRATOR | MOSAIC LEARNING COLUMBIA, MD. (2015-2015)

Created new design theme illustrators for marketing and collateral materials. Participated in production of print and promotional items for key clients under direction of marketing department.

- Successfully completed client projects worth up to \$300,000.
- Developed technical illustrations for 500-page manual and handbook for Electrical Training Alliance (NJATC).

INSTRUCTOR | EEI COMMUNICATIONS. COLUMBIA, MD. (2010-2012)

Teaching multiple courses including interactive media, fundamentals of Photography, Graphic Design and practical knowledge of Adobe Creative Suite Softwares.

- Delivered competency-based education which aligned with curricula.
- Maintain credentials by accrediting councils/agencies and regulatory bodies.

Contact Information

Website: behance.net/3reative
Email: j3creative@gmail.com
Phone: 410.996.4858

Education

MASTER OF ARTS, MEDIA & DESIGN, 2016
FULL SAIL UNIVERSITY. WINTER PARK, FL.

BACHELOR OF ARTS, MEDIA & FILM, 2015
TOWSON UNIVERSITY, TOWSON, MD

Skills

Mac OS	Windows OS
DSLR Photography	Photoshop Professional
Adobe Illustrator	Adobe Premiere
Adobe InDesign	Adobe After Effects
HTML/CSS	Microsoft Office
A+ Technician	Net+Technician

Awards

Course Directors Award Full Sail University
Glen Arm Graphic Design Award
E-Creative Designer and Photographers Award
Ujena Master Photographer Award
World Music Independent Film Festival Award
Japanese Martial Arts Masters Association
Black Belt Hall Of Fame