



JAKE SPURGEON

Creative Director

Contact

Jakespurgeon@me.com
Austin, TX
409.988.6322

Skills

Idea conceptualization:
Creative strategy

Brand Identity:
Brand development
Logo development
Packaging

Typography:
Typography knowledge
Print & layout design

Advertising: Campaigns:
Copywriting
Research
Analytics

Platforms
Shopify
Amazon
Klayvio
Facebook
Webflow

Software
InDesign
Illustrator
Photoshop
Final Draft
Acrobat
Adobe XD

Experience

Sheets & Giggles | *Creative Director* Aug. 2023 - Current

- Led the rebranding of the company, including a complete redesign of the logo, website, packaging, copy, ad strategy and more.
- Led the brand repositioning and redesign, including logo, colors, type, brand guide, photography overhaul, brand voice, packaging, ads, social, and email content strategy.
- Interviewed and onboarded new team members and managed team task assignments and project timelines, including direct management of multiple designers.
- Oversaw product development from a marketing standpoint, including research, positioning, packaging, product naming, and product launch.

Sheets & Giggles | *Sr. Brand Manager* Jun. 2022 - Aug. 2023

- Upheld branding, email, ad channels, partnerships, website, and customer touchpoints to ensure consistency across all brand experience.
- Designed and implemented a ground-up email strategy that increased open rates 2x and click-through rates by 56%.
- Planned and executed successful ad campaigns, including ideation, mapping, copywriting, asset creation that saw a 6x ROAS.

Sheets & Giggles | *Brand Manager* Aug 2020 - Jun. 2021

- Developed and maintained a consistent brand voice and brand assets, including brand photography and graphics, logo redesign, and branding colors.
- Managed Shopify and Amazon asset management, including product assets, descriptions, and customer reviews.
- Planned and directed models, writers, and photographers in photoshoots.
- Created and implemented email marketing campaigns to increase customer engagement and loyalty.

Lamark Media | *Creative Strategist* | *Copywriter* Jan. 2019 - May 2020

- Managed creative and campaign planning for multiple E-commerce clients including: idea conceptualization, ad animation design, ad image design, and copy messaging strategies to increase click-through and conversions.

Hyatt Regency Austin TX | *Marketing Coordinator* Feb. 2018 - Dec. 2019

- Created in-house design & copy for coordinated marketing campaigns.

Texas Creative Portfolio Sequence | *Copywriter* Jan. 2016 - May 2017

- Collaborated with student Art Directors to create original campaigns.

Education & Extracurricular

University of Texas at Austin May 2015 - May 2017

- M.A. in *Advertising*

Lamar University 2009 - 2015

- B.A. in *Corporate Communication*

Portfolio

Complete portfolio available at Jake-spurgeon.com