

Jeremy R. Sharp

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Cincinnati, OH

An annoyingly motivated, creative professional with 10+ years of experience at an in-house marketing department, offering the talents and experience of a one-man marketing team, but thriving on the awesomeness that comes from a collaboration of fun, talented individuals.

ART, DESIGN & MARKETING SPECIALTIES

- Motion Graphics & Video Editing
- Package Design
- Environmental and Trade Show Displays
- Illustration (Traditional and Digital)
- Wordpress Website Design, SEO, Basic HTML and CSS
- Social Media Marketing
- Logo Design
- Additional Talents - Photography, Copy Writing, Typography, Product Development

SOFTWARE KNOWLEDGE

- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premier, DreamWeaver, etc.)
- Final Cut Pro, Camtasia Studio, Soundtrack Pro
- Microsoft Office
- Mac & Windows Proficient

EXPERIENCE

Creative Marketing Manager - Ocean Optics, Inc., Dunedin, FL

June 2014 - Present

This is a remote position reporting directly to the VP of Sales and Marketing, overseeing production of all creative marketing collateral. I provide creative direction, maintain brand standards, and set the tone for all marketing communications. I work with marketing staff in our international offices to ensure that our brand is properly represented across the Americas and Europe. Primary responsibilities include:

- Lead the production of brochures, product literature, advertisements, web design and promotional items, working with contractors and in-house designers.
- Edit, produce and distribute promotional and tutorial videos. Since 2008, I have led the effort to create over 200 videos, surpassing 1 million total views.
- Oversee the design and production of product packaging and labels.
- Produce and distribute a monthly newsletter. Since taking over this program in 2013, subscriptions have more than doubled, and production has expanded with German and Spanish language versions.
- Oversee the design of trade show booth graphics, animations and interactive videos displays. I work with our Trade Show Manager and Graphic Designer to create unforgettable, interacting environments.
- Lead creative on the webmaster team, building new content and performing routine edits of www.oceanoptics.com. I also provide training to our team in the WordPress CMS platform.
- Expand brand awareness through social media, online advertising and Google AdWords.
- Produce quarterly creative marketing plans. Submit budgets for equipment, services and travel.
- Track monthly lead reports of video engagement, email marketing, software downloads, etc.

Media Specialist - Ocean Optics, Inc., Dunedin, FL

May 2012 - June 2014

Reported to the Marketing Director, supporting all creative efforts of the department. Worked directly with the Communications Manager and Production Artist to optimize output and grow specific programs.

- Increased video production and distribution through company websites and targeted media outlets.
- Provided design support for 30+ annual trade shows and company events.
- Improved product packaging systems. Streamlined the design, purchasing and production processes by introducing vendors to key manufacturing staff.
- Improved the efficiency and results of social media marketing and email campaigns.
- Designed market-specific print brochures, application notes and product sheets.

Creative Designer - Ocean Optics, Inc., Dunedin, FL

July 2006 - May 2012

Reported to the Marketing Director and Communications Manager. Responsible for the production of print and web advertisements, trade show and event graphics, and assisting in product and company branding. Later, I was given the freedom to assume project management in the areas that needed a champion (packaging, video and brand identity).

- Redesigned corporate identity, logo and creative marketing standards that are still used today.
- Created the company's first product-specific packaging system.
- Implemented a tutorial and promotional video program.
- Designed 20+ product logos.
- Daily responsibilities included website maintenance, product photography, product concept design (in conjunction with Engineering), direct-mail design, copy writing and web analytics.

FREELANCE WORK

Web Designer - Fluorometrics Instruments, LLC, Tarpon Springs, FL

October 2016 - Present

Redesign of client website for improved user experience, mobile-responsive navigation, SEO and best overall design practices. This project is ongoing.

Web Designer - Shadow Caster, Dunedin, FL

June 2015 - August, 2016

Rescue an infected website, remove malware and update restore order to the universe. I consulted the client on the development of a new website, improving their SEO and overall user experience.

Graphic Designer & Illustrator - Elite Design + Displays, Oldsmar, FL

August 2012 - June, 2014

Our team brought imagination to reality and built fun environments for children ages 2-14.

- Illustrated characters and environments for pediatric dentist offices
- Created graphics for vinyl wall prints, and concept art for 3D foam characters and structures.
- Attended site visits and provided client consultations

Graphic Designer & Illustrator - Greenlight Collectibles, Indianapolis, IN

September 2007 - August 2008

- Illustrated new and classic cars for 1/64th die-cast model packaging, trading cards and POP displays according to technical specifications provided by the Production Manager.
- Gathered reference images and produced high-quality renderings using Adobe Illustrator and Photoshop.

EDUCATION

Ringling College of Art and Design - Sarasota, FL

Bachelor of Fine Arts

Graphic and Interactive Communication

Class of 2006

Art Academy of Cincinnati - Cincinnati, OH

Foundation and Illustration Studies

2000 - 2001

VOLUNTEER EXPERIENCE

Cincinnati Network Administrator / Volunteer - Movember USA

November 2011 - Present

- Created and maintain a city-wide network to help change the face of men's health.
- Organize the efforts of 100+ volunteers to collaborate in a citywide fundraising effort, that has raised more than \$35,000 to date.
- Planned and executed 18 successful fundraising events to date, including concerts, wellness fair, sports tournaments and an art exhibition.
- Designer and webmaster for www.movembercincy.com
- Promote local events through social media and printed materials.
- Design apparel and promotional items.
- Write and distribute press releases to area print publications, television and radio stations.
- Participate in television and radio interviews promoting Movember.

Secretary - Cincinnati Beard Barons

March 2014 - Present

- Create and distribute promotional materials for club events, including posters, flyers and apparel
- Designed and maintain the website www.beardbarons.com
- Manage all social media accounts.
- Participate in fundraising efforts to benefit local charities.
- Volunteer at the area children's home with other club members.
- Travel to regional events that are driven by charitable giving and facial hair.
- Attend monthly meetings, and assist in the organization and execution of local fundraising events.
- Communicate with local business partners for event sponsorship.