

Jon Baker

Creative Director/Producer



479.426.9855



StabYouProductions@gmail.com



StabYouProductions.com



/in/jon-baker-7a326929/

ABOUT ME

I went to college for graphic design but had always dabbled in video for fun. One day I realized that while I enjoyed graphic design, working in video was my true passion. In 2012 I decided to get serious about learning the craft spent the next 4 years using every evening, weekend and spare moment to learning everything I could.

Hard work will take you anywhere you want to go in life and as a result I was able to launch my own company Stab You Productions in 2016. This allowed me to pursue a career I'm truly passionate about and launched new opportunities as a Creative Director and Producer.

*References Available
Upon Request*

SKILLS

Video Production / Visual Effects / Product Photography / Page Layout / Marketing Branding Development / Animation (non 3D) / Logo Design / Packaging / Product Rendering /

Software

Adobe Premiere / Photoshop / After Effects / InDesign / Shopify / Illustrator / Wordpress /

Education

OSU Okmulgee / 1998 - 2002
Associates, Graphic Design

EXPERIENCE

Creative Director/Producer

Stab You Productions / Rogers AR / February 2016 to Current
Full Service Freelance Video Production /

Creative Director/Producer

Explore Scientific & Bresser / Springdale, AR / February 2016 to February 2019

Create Fresh Content To Get Exposure & Grow Brand / Creation of The Star Chasers Web Series To Use As Marketing Tool Targeting A Younger Demographic / Script, Direct & Produce Content For Social Media and Television / Curate & Create Promotional Content JPL NASA, World Famous Yerkes & Mount Wilson Observatories / Script & Product Content For QVC /

Art Director/Media Manager

Explore Scientific & Bresser / Springdale, AR / April 2014 to February 2016

Product Design / Package Design / Email Blasts / Switch All eCommerce From Outdated Network Solutions To New Host With Secure Shopping Cart / Redesign All eCommerce Formats & Content /

Art Director

Ivive & Associates / Walmart Home Office / July 2011 to April 2014

Work With Walmart Clients Onsite Developing Tab & FSI Publications / Maintain & Grow Ivive's Relationships Within Walmart / Lots Of "Putting Out Fires" / Work Closely With Walmart's Buyers, Marketing and Strategy Teams / Manage The Layout, Photography Direction, Model Selection & Last Minute Client Changes / Conduct Interviews & Evaluations / Manage & Delegate Work to 8 Direct Reports /

Art Director

Marketing Drive / Bentonville AR / April 2009 to July 2011

Responsible For Executing All Digital/Video Content / Execute Design Concepts For National Campaigns / Brainstorm & Develop Ideas / Large Focus On Shopper Marketing & In Store Experience / Work With Account Reps & Clients On Daily Basis / Create & Execute Print Ads, Packaging, In Store Displays, PDQs, Side Kicks, FSIs, ROPs, Shelf Strips /

Product Development Director / Motor Sports Division

Outdoor Cap / Bentonville AR / November 2006 to April 2009

Oversee All Jobs From Concept To Production / Product Development / Work With Overseas Factories / Develop Plans For Growth Of Business Unit / Conduct Interviews / Handle Hiring Process / Conduct Employee Reviews / Implement Personal Development Plans For Team Members /

Project Manager / College Program Division

Outdoor Cap / Bentonville AR / January 2005 to November 2006

Assign Projects / Train Newly Hired Designers / Manage Team's Job Status /

Lead Designer / Outdoor Sports Division

Outdoor Cap / Bentonville AR / November 2004 to January 2005

Assign Design Jobs / Give Design Direction / Ensure Deadlines Are Met /

Graphic Designer

Outdoor Cap / Bentonville AR / January 2003 to November 2004

Entry Level Graphic Designer / Logo Design / Headwear Design /