

Jesse Finley Reed

2426 Gatewood Street, Los Angeles, CA 90031

917.531.6046 | jesse@jessefinleyreed.com | jessefinleyreed.com

SKILLS

- Brand development & innovation, creative leadership & strategy, project management & content development
- Robust art-direction skills, paired with a comprehensive understanding of video production, photography, and both digital & traditional printing
- Ability to organize and multi-task a variety of projects in a fast-paced production environment
- Strong communication skills: balancing numerous stakeholders to accomplish projects creatively and efficiently
- Leading teams through encouragement and promoting a positive and inclusive culture
- Technical: Adobe Creative Suite (Photoshop, Indesign, Illustrator); introductory knowledge of PremierPro & After Effects; WorkFront, Asana, Keynote, Google Suite, and MS Office; MailChimp & Constant Contact; Sprout Social & Hootsuite

EXPERIENCE

Associate Director of Marketing & Communications | Equality California | Los Angeles, CA | 5.2022 - present

Associate Director of Marketing for the largest statewide LGBTQ+ civil rights organization. Responsibilities include brand management, design and execution of all advertising, collateral, and special event materials. Accomplishments include:

- A digital campaign for the MPOX (Monkeypox) health emergency, targeting LGBTQ+ communities, with an outreach of almost 300k on social media
- Accomplished 6+ million impressions through two COVID-19 Vaccinate 58 campaigns with the primary goal of educating LGBTQ+ audiences about the importance of getting vaccinated

Freelance Art Director/Graphic Designer | New York, NY | Los Angeles, CA | 9.2004 - present

Design & delivery of brand identities, advertising campaigns, event collateral, email campaigns, social media campaigns, publications, front-end website design and architecture.

- **Agency experience:** Arnell: PepsiCo., Special Olympics, NorthFace, Chrysler | BBDO: Target | BGB New York: Plavix, Bristol-Meyers Squib, Pfizer, SanofiAventis | Catapult Marketing: Pinkberry, FIJI Water | the KERN organization: DIRECTV Nitro: Jim Beam | Sargent & Berman: UCLA, Princess Cruise Lines | Sigon-Phior: Cunard Cruiseline | Symblaze: STIRR, TBD, Awakener
- **Clients include:** AIDS Lifecycle, BAL LLP, Bloom & Plume, City of West Hollywood, The Center, The College Board, Full Exposure Films, Gay Desert Guide, Harcourt Real Estate, idesign+co, Kensington Event Staffing, Lincoln Center Institute, Looking Out Foundation, MarketSmith, Megu Restaurant, Tom McWilliams Photography, Pacific Campaign House, Purple Room, Qchella Media Corporation, Repurpose Compostables, Southern California Grantmakers, Spielhaus Morrison Gallery, ThoughtOpera, William O'Neil + Co., Yale University.

Creative Director | Los Angeles LGBT Center | Los Angeles, CA | 2.2012 - 10.2015

Creative Director for a large, 450+ employee non-profit. Responsibilities include brand management, design and implementation of all advertising, collateral, and special event materials for a multitude of programs and services. Directed a small, nimble staff. Accomplishments included:

- Implementation of a organization-wide rebrand, complete with a citywide advertising campaign
- Creative and strategy for WhatRUInto, a new, sex-positive advertising campaign and app promoting PEP and PrEP, as well as the expansion of healthcare services in West Hollywood.
- Redesign of *Vanguard* publication as a quarterly journal.
- Strategized the reallocation of resources within the MarCom budget to social media and online communications.
- Design and development of the main Center website as well as VanguardNow.org
- Creative strategy and collateral for several development events

Art Director/Marketing Associate | Diapositive | New York, NY | 9.2000 - 6.2004

Art director & marketing associate for a collection of high-end photography labs in New York City and Miami Beach, that catered to fashion clientele and photographers. Created innovative and boundary-pushing collateral, including advertising, packaging, and invitations.

EDUCATION

Yale University | Masters of Fine Art | May 2004

Tufts University | SMFA | Bachelor of Fine Arts | May 1998

AWARDS

Print Magazine Design Annual 2014

DAAD Research Grant, 2005-6, Berlin, Germany

Larry Krammer Initiative Grant, 2002-3