

Jon Hesse

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Professional Summary:

A result-driven individual with over 7 years of experience in the digital marketing space. Blending an expert creative skillset with strategic thinking to deliver top-performing, impactful paid social ads that increase brand awareness, engagement, and conversion rates across various platforms.

Skills:

- Meta Ads Manager
- Asana
- Adobe Creative Suite (Photoshop, After Effects, Illustrator, Premiere Pro)
- Graphic Design
- Motion Design
- Scriptwriting / Copywriting
- Storyboarding
- Google Doc, Sheet, + Slides
- Team Management
- Client Communication
- Budget Allocation
- Campaign Management

Professional Experience

Logical Position, Portland, OR

August 2020 – March 2024

Creative Strategy (Paid Social)

- **Managed creative for 10+ enterprise-level clients** focusing on growing investment by 80% on average.
- **Assembled cross-functional teams in production, content creators, and digital strategy**, aligning them with well-written creative briefs including insights on content strategy, design, timeline, and execution.
- **Analyze client accounts** forming hypotheses as to why creative concepts succeed and fail based on campaign ROI alongside current KPIs, industry trends, customer testimonials, and competitor research.
- **Increased retention rates for the paid social product by 4%** across hundreds of clients by providing creative strategy education and resources for account managers and specialists to leverage.

Senior Graphic Designer (Paid Social)

- **Deliver pixel-perfect graphic and motion design** assets for 20+ enterprise-level clients.
- **Manage quality of design** by quality checking junior designer work and providing clear and actionable feedback.
- **Develop educational tools and resources** that boost junior designers' skill sets in Creative Strategy, Photoshop and After Effects, setting the design team up for continued growth and success.

Skyway Theatre, Minneapolis, MN

May 2018 - August 2020

Graphic Designer + Marketing Manager

- **Create key art and promotional videos** for high-level music acts and tours
- **Manage and schedule consistent content** for the venue's social media pages, radio spots, and local television advertising efforts.
- **Collaborate and develop working relationships with artist agencies + record labels** to create compelling and specialized marketing campaigns for individual shows/events.
- **Create custom social media campaigns**, manage budget, creative, and target audiences for ads on Facebook, Instagram, and Snapchat.

Education

Iowa State University, Ames, IA - Bachelor Degree of Interdisciplinary Design