

# Jordan Roland

DRAWJORDAN.COM  
DRAWJORDAN@GMAIL.COM  
845-401-0350

## AGENCY EXPERIENCE

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### **DIGITAS**

ASSOCIATE CREATIVE  
DIRECTOR  
MARCH 2016-PRESENT

- Created B2B and B2C campaigns for Small Business Saturday by American Express spanning digital video content, organic social campaigns, OOH, and broadcast commercials.
- Designed digital campaigns, on-site activations, and landing pages for Coachella and the US Open Tennis Championships.
- Filmed a video series with Kendrick Lamar and visual artist Shantell Martin for Art Basel. Then, using b-roll from the shoot, re-purposed the content to create a digital campaign for a secret Kendrick Lamar concert in Brooklyn.
- Built a 360 digital campaign for the 2018 US Open starring Venus Williams that outperformed all previous years. Through a series of original social video content, landing pages, and digital display ads we created the internal standard for how to approach future campaigns.
- Art directed Goodwill's 2018-19 national campaign. This included a 60 second broadcast commercial, a fully integrated 360 social campaign, and a national print and out-of-home activation.

## IN-HOUSE EXPERIENCE

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### **SHUTTERSTOCK**

CREATIVE DIRECTOR,  
CONTENT MARKETING  
MARCH 2012-2016

- Helped build Shutterstock's content marketing department from the ground up. I developed the visual direction and creative strategy for the various types of original content we produced.
- Created multiple award-winning digital campaigns and worked with marketing leadership to grow a new platform that has since generated millions in revenue through Shutterstock's content marketing network.
- Lead creative direction and design teams for multiple company blogs that produced daily content in 5 different languages.
- Worked on the re-branding of Shutterstock before the company went public. Additionally worked to develop and build brand launches for multiple sub-brands and companies under the SSTK umbrella.
- Developed and managed infographic series. This series spanned multiple departments and incorporated data analysis, trend forecasting, UX/UI design, marketing, and was a huge provider of SEO back links and organic traffic to the company.

### **SELTZER GOODS**

LEAD DESIGNER  
JAN 2010-MARCH 2012

- Owned all design across a suite of products (POP-displays, product packaging, wholesale catalogs, website development, and booth designs for trade shows and events).

## CLIENTS

Ad Council  
American Express  
Columbia Pictures  
Delta  
Fueled By Ramen Records  
Gallery 1988  
Goodwill  
Hero Complex Gallery  
Ikea  
MTV  
NBA  
Seattle Seahawks  
Starwood Hotels  
Tylenol  
USAA  
USTA (US Tennis Association)  
Virgin Records

## MY WORK'S BEEN FEATURED ON

Ad Week  
AMC  
A.V. Club  
Complex  
FastCo Design  
HBO  
Mashable  
The New York Times

## AWARDS

Gold Effie  
Gold & Silver Shorty  
2x American Graphic  
Design Award  
Digiday (Best Branded  
Content Site)

## SKILLS

Brand Strategy  
Brand Positioning  
Branded Content Creation  
Creative Direction  
E-Commerce  
Events/Tradeshaw Design  
Illustration  
360 Campaign Creation  
(specializing in digital and social)

## EDUCATION

Fashion Institute of Technology  
BFA in Graphic Design, 2008