

JACKSON B. HICKS

PORTFOLIO: jacksonbhicks.com

EXPERIENCE

CREATIVE STRATEGIST / GREEN ORCHID CONSULTING [2023 - 2024]

Served as the creative executor for the firm's internal operations, ventures, and clients. Acted as Art Director for the firm's branding services. Wrote and managed communications via social media, email, and website updates.

ART DIRECTOR / "THE LAB", STAN RICHARDS SCHOOL OF ADVERTISING [2023]

Guided the creative department of the school's capstone course - which operates as an independent agency. Working with GSD&M and Capital One, we created an original campaign for one of Capital One's forthcoming products. My responsibilities included art direction, copywriting, graphic design, branding, and overall campaign strategy. I organized the creative team and handled affairs with other departments.

ART DIRECTOR INTERN / BANDOLIER MEDIA [2022 - 2023]

Created and executed concepts for digital ad campaigns. Directed video and photo shoots. Communicated consistently with agency's executives, creatives, and production teams to determine campaign strategy and messaging.

BRAND DEVELOPMENT & DESIGN / INDEPENDENT [2019 - PRESENT]

Consulting with small business owners to determine brand identity, value proposition, positioning, and marketing objectives. Creating marketing plans, logos, websites, and other brand assets.

EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN [SPRING '23 | HONORS]

Stan Richards School of Advertising - Studies in graphic design, visual communications, integrated marketing, branding, writing, photography, interpersonal communication, behavior, research, and statistics.

COLLEGIATE EXTRACURRICULARS

CHI PHI FRATERNITY - EXECUTIVE COUNCIL [2021-2023]

Acted as a member of the executive board. Strategically re-branded and promoted a new chapter. Created marketing materials, digital media, photography, merchandise and streetwear. Participated in member recruitment and alumni affairs. Acted as Master of Ceremonies and host for social events. Currently serving as an alumni advisor to the chapter.

UT AUSTIN ICE HOCKEY - GOALTENDER [2018-2020]

PROFICIENCIES

CONTENT MANAGEMENT & SOCIAL MEDIA

Hootsuite, Cloud Campaign, Instagram, Snapchat, X, Facebook, TikTok

SOFTWARE

Adobe Suite (Photoshop, InDesign, Illustrator), Wix, Canva, Hubspot

WRITING

Copywriting, Decks/Concepts, Scripts, Newsletters, Emails

CONTACT

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