

**Creative Director
Sports Marketer
Problem Solver**

J A I M E Z E A L

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**Creative Director
Genesco Sports Enterprises // 2023 - Present**

- Spearhead cross-functional collaboration with partners, clients, and internal stakeholders.
- Manage project budgets and resources, ensuring cost-effective solutions while maintaining creative excellence.
- Lead Creative Team in growth planning and development initiatives, fostering a culture of innovation and continuous improvement.
- Anticipate client needs by proactively presenting innovative creative solutions to elevate brand presence through strategic sponsorships.
- Uphold the highest standards of quality and accuracy in all deliverables, meticulously reviewing and approving final artwork, copy, and other creative materials prior to client presentations or public release.
- Provide clear, constructive feedback and creative direction to the team, fostering a collaborative and productive environment.
- Clients Include: Pepsi, BMW, Jim Beam, 7-Eleven, Bud Light, American Airlines, Lowe's, Frito-Lay, CashApp

**Creative Manger
Genesco Sports Enterprises // 2021 - 2023**

- Guided a team of designers in creating visually compelling assets, including graphics, banners, social media posts, and presentations, ensuring alignment with brand guidelines and effective communication of the desired message.
- Coordinated and organized creative projects, facilitating smooth communication and collaboration among team members, tracking project timelines, and ensuring timely delivery of high-quality deliverables.
- Contributed innovative ideas and fresh perspectives during brainstorming sessions and creative meetings to enhance marketing campaigns and initiatives.

**Creative Communications Coordinator
TCU Frog Club // 2018 - 2021**

- Designed print and digital collateral to promote annual giving, capital projects, scholarships, endowments, parking, and sport-specific giving initiatives.
- Developed and executed social media strategies to generate support, promote events, and engage donors.
- Acted as the primary contact for creating and implementing targeted emails via Adobe Campaigns, with a goal to grow revenue and membership.
- Assisted the Athletics Director with personal and departmental communications, including presentations, invitations, newsletters, and social media content.

**Graphic Designer
TCU Athletics // 2015 - 2018**

**Contract Graphic Designer + Production Artist
2014 - Present**

RevelXP, Blue Goose Cantina, Branding Resources, Opendorse, Weingarten Realty, Visible Changes, Veritas Christian Academy, Dish Society, CAP Barbell, Victoria's Secret PINK, Hodgson CPA, Goose Party Events, Creative Circle

**Education // Texas Christian University, Graphic Design 2010-2014
Programs // Adobe Creative Suite, PowerPoint, Figma, Microsoft Office**