

**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**

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- Build strong relationships through cross-functional collaboration with partners, clients, and internal stakeholders.
- Oversee the end-to-end execution of marketing campaigns, from conceptualization to final delivery, ensuring consistent brand identity and messaging across various channels such as digital, social media, print, and experiential activations across sports marketing and entertainment.
- Inspire, motivate, and guide team of creatives through exponential growth periods in an ever-changing industry.
- Understand client's business goals and proactively present creative ideas and solutions to enhance their brand presence through strategic sponsorships.
- Ensure the highest standards of quality and accuracy in all creative deliverables, reviewing and approving final artwork, copy, and other creative materials before client presentations or public release.
- Develop a deep understanding of clients' brands, their target audience, and their competitive landscape, ensuring that all creative outputs are on-brand and align with the overall marketing strategy.
- Provide clear creative direction and constructive feedback to creative team.

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

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- Assist team of designers in creating visually compelling assets such as graphics, banners, social media posts, and presentations, ensuring they align with brand guidelines and effectively communicate the desired message.
- Assist in coordinating and organizing creative projects, ensuring smooth communication and collaboration among team members, tracking project timelines, and contributing to the timely delivery of high-quality deliverables.
- Participate in brainstorming sessions and creative meetings, contributing innovative ideas and fresh perspectives to enhance marketing campaigns and initiatives.

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

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- Design all print & digital collateral to promote annual giving, capital projects, scholarships endowments, parking, and sport specific giving initiatives.
- Create & execute social media strategy to generate support, promote events, & engage donors.
- Serve as the primary contact to create and implement targeted emails through Adobe Campaigns with a goal to grow revenue & membership.
- Assist Athletics Director with personal and departmental communication including presentations, invitations, newsletters, and social media content.

**Graphic Designer  
TCU Athletics // 2016 - 2018**

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- Design all print & digital collateral for 22 Athletics programs including but not limited to social media, email marketing, promotional items, internal documents, and presentations.
- Serve as mediary between agencies, printers, and Director of Marketing.
- Assist in interdepartmental design requests including large format print needs, departmental logos, campaign branding, and internal presentations.

**Contract Graphic Designer + Production Artist  
2011 - Present**

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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