

# Nick Judy

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Versatile and creative marketing design professional experienced in Photography, Videography, and Web Development. Industry experience includes: Marketing, Content Creation and Web Design for B2B/B2C retail; Art Direction, Page Design and Production for a national trade magazine; and Editorial, Commercial and Sports Photography/Videography for higher education and small businesses.

A dedicated team player with strengths in creative and client services, content creation, asset management, and trend tracking. Skilled at troubleshooting problems and building successful solutions. Excellent verbal and written communicator with strong background cultivating positive relationships and exceeding goals.

## Core Competencies

- Marketing, Advertising and Promotion
- Photography and Video Production
- Content Generation and Editing
- Packaging
- Adobe Creative Suite
- WordPress, Divi and WooCommerce
- B2B/B2C Sales Training
- Vendor Management
- Communication
- Branding
- Microsoft Office 365 Suite
- Salesforce and RedTail CRMs

## Experience

JUNE 2024 – CURRENT

JACKSONVILLE, FL

### Creative Services / Freelance

- Capture corporate and lifestyle portraits using off-camera flash and natural lighting.
- Film on-location videos using natural light, supplemental fill and audio capture.
- Handle all image processing, editing, and retouching using Adobe Lightroom and Photoshop.
- Use Adobe Premier Pro to color grade video, process audio, incorporate graphics, and generate captions.
- Develop online presence using WordPress, Divi, WooCommerce, Joomla, Cascade, HTML, and CSS.

SEPTEMBER 2023 – JUNE 2024

BLUFFTON, SC

### Marketing & Event Coordinator / Conscious Capital

- Planned and coordinated all aspects of events aimed at client retention and prospecting including venue selection, catering, and registration processes.
- Creative design of direct mail and digital ad marketing.

- Proactively generated financial and creative marketing support from wholesale partners, contributing to cost-effective promotional efforts.
- Responsible for maintaining and enhancing the company's online presence.
- Content curation for web sites and social media platforms.
- Developed and executed annual marketing plan.
- Researched and created seminar presentations aimed at client prospecting.

APRIL 2022 – SEPTEMBER 2023

GARNER, NC

**Creative Services / Freelance**

JUNE 2017 - APRIL 2022

FUQUAY-VARINA, NC

**Marketing Manager / Seizmik & Falcon Ridge/UTV Division of Nivel**

Prepared and executed marketing strategies with small creative team. Lead content generation and production across all media platforms. Primary responsibilities included:

- B2B marketing material and e-mail campaign creation for distributors' sales teams.
- B2C digital / print advertisement and e-mail campaign oversight.
- Creating and maintaining company web sites; landing pages; and product pages using WordPress CMS, HTML, and CSS.
- Photographic and video asset production for product and lifestyle marketing and sales use.
- Staff and vendor management on package design and product and social media asset creation.
- Processing, editing, and retouching images using Adobe Lightroom and Photoshop.
- Editing and authoring video content in Adobe Premiere Pro.
- Package design and pre-pressing files with Adobe Illustrator and Acrobat.
- Writing, editing, and collaborating on press releases, training modules, communications.

AUGUST 2008 – JUNE 2017

RALEIGH, NC

**Photographer - Web Developer - Designer**

**Contract: The Rough Notes Company, Inc.** (August 2008 – June 2017)

- Provided location and cover photography for editorial feature stories.
- Designed page layouts and covers for assigned stories.
- Arranged travel and location logistics for photographic assignments.
- Maintained company website and converted monthly magazine archive to HTML.

**Contract: Indian Jewelers Supply Company** (March 2014 – June 2017)

- Provided catalog photography.
- Uploaded and edited product data and photography in eCommerce platform.
- Redesigned catalog and provided prepress files per print vendor's specifications.

OCTOBER 2002 – AUGUST 2008

CARMEL, IN

**Art Director – Photographer / The Rough Notes Company Inc.**

- Illustrated editorial articles with original (location and/or studio), stock, freelance, or provided photography.
- Designed page layouts for feature articles following magazine style guidelines.
- Maintained company website and converted monthly magazine to HTML.

- Created photo illustrations for feature and departmental articles.
- Provided prepress files per print vendor's specifications.
- Scheduled all monthly assignments and booked travel and lodging accommodations.
- Negotiated, hired, and directed freelance photographers.

AUGUST 1999 – OCTOBER 2002

WEST LAFAYETTE, IN

**Photographer / Purdue University**

- Filled creative and editorial assignments for university marketing and news teams.
- Created visuals for print and web projects using a variety of graphics programs.
- Prepared artwork, graphics, and photography for multiple printing processes using Adobe Creative Suite.
- Participated in project launches and brainstorming sessions advising designers, staff, and faculty.
- Maintained in house proofing devices and photographic databases.

MAY 1992 – AUGUST 1999

BLOOMINGTON, IN

**Photographer / Indiana University**

- Performed a variety of creative and technical location and studio photography..
- Shot, processed, edited, scanned, manipulated, and printed assignments..
- Acted as primary photographer for Athletic Department, School of Law, School of Business, and School of Education.
- Coordinated assignments among staff photographers and oversaw lab production facility.

## **Education**

A.A.S Computer Information Systems, Ivy Tech, West Lafayette, IN

May 2014