

CODY L HARRISON



VIEW
PORTFOLIO

CREATIVE DIRECTOR | CINEMATOGRAPHER | BRAND STRATEGIST
303 - 912 - 4799 | CODYLH83@GMAIL.COM BA - COMMUNICATIONS BYU - IDAHO 2009

AN INNOVATIVE AND VERSATILE MARKETING PROFESSIONAL WITH REPEATED SUCCESS IN UNLEASHING CREATIVE AND "OUTSIDE THE BOX" PROBLEM-SOLVING APPROACHES. EXCELS IN BUILDING A CONTENT STRATEGY, DEVISING COMPELLING CAMPAIGNS, AND CULTIVATING A BRAND VOICE THAT CAPTIVATES AUDIENCES AND DELIVERS TANGIBLE RESULTS.

Adobe Premiere | After Effects | Photoshop | Illustrator | Audition | Logic Pro X | Wordpress | Trello | Office

INTERCAP LENDING

CREATIVE DIRECTOR | 2020 - PRESENT

MEDIA PRODUCTION MANAGER | 2018 - 2020

- Driver of brand overhaul including brand voice, website, logo & client engagement
- Overseeing team of creatives to successfully generate tens of thousands of campaign views, thousands of leads, and increased demand
- Orchestrating complete commercial production and campaign lifecycle for dozens of campaigns:
 - Concept Development | Writing | Storyboarding | Location Coordination | Talent Recruitment
 - Cinematography | Directing | Editing | Graphics | Audio Mixing | Music Composition

ACADEMY MORTGAGE

CONTENT MARKETING SPECIALIST | 2017 - 2018

- Overhauled regional marketing strategy to include engaging video campaigns
- Wrote and produced dozens of commercials and campaigns, event videos & ads

CONSENSUS

DIRECTOR OF VISUAL MEDIA | 2016 - 2017

- Achieved 20x increase in Youtube traffic by developing and executing creative strategy
- Created extensive library of landing pages, sales collateral, case studies, ebooks, infographics
- Increased website page conversion 6X with informative & engaging video content

PRODUCER/MOTION GRAPHIC ARTIST | 2015 - 2016

- Cut production time 28% by implementing templates and work flow strategies
- Led team of 26 contractors in producing quality content (animators, script writers, video producers)
- Produced over 60 motion graphic explainer videos and templates for clients