

Jake Harvey

1200 Collyer Street, Longmont, CO

Phone: (720) 840-8513 **E-mail:** jacobd@comcast.net **LinkedIn:** linkedin.com/in/jake-harvey-96447bb

Portfolio/CV: <https://jakeharveyindustries.com>

Introduction:

I have extensive experience in the music, film, advertising, and marketing industries since 1995, including graphic design, website design, development & management, social media content creation & community management. In the mid 2000's I also became involved with digital asset management system design & implementation, which I have done concurrent with my creative work.

Over the span of my career I have worked for large, multinational corporations and small independent businesses as an independent contractor, department leader as well as a team member. Consequently, I have a broad understanding of varying creative, technical, and organizational needs. I consider myself a life-long learner who is always looking to expand my knowledge and technical & creative skill sets. I try to be a clear, concise communicator as well as a good listener and self-starter who knows when to ask questions and when to put my head down and get a job done with the information and direction I have in hand.

I feel the greatest sense of satisfaction from my work when I see positive outcomes for the organization, team, or individual that has tasked me with a job and relying on me to get it done. Conversely, when I am operating in a leadership or management position, I respect the time, efforts, and talents of my team members and do everything possible to set them up for success, as I believe their performance is a reflection upon how well I'm doing my job.

Thank you for your consideration.

Professional Experience

Digital Asset Management

1.22-10.22 Digital Asset Management System Implementation (contract)

Plume Design, Inc. Palo Alto, CA

- Full service implementation of Digital Asset Management System for sales and marketing document, video, and graphic assets for company website, social media channels, and ISP Partners.
- Development of asset metadata taxonomy covering all aspects of the company products & services and production, sales and marketing workflows.
- Oversight of 3rd Party vendor for system integration with in-house Sales Enablement and Marketing platforms for automated asset version control and distribution.
- Migration of 4000+ assets from Google Drive to new DAM platform.
- User Account Provisioning and Group permissioning
- Creation of user guide and employee training program

KEY SKILLS

Digital Asset Management (DAM) System Construction
Taxonomy Development
DAM System Administration
Web & Graphic Design
HTML, CSS
Social Media Channel & Community Management
Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Adobe Media Encoder
Adobe After Effects
Figma
Project Management
Team Leadership
Employee Training
Presentations

4.07–12.21 **Digital Asset Management Group Supervisor**

Crispin Porter + Bogusky **Boulder, CO**

- Digital Asset Management Group Supervisor responsible for Architecture, Design, Development, Project Management and Administration of Enterprise Level Digital Asset Management Platform with integration of in-house Project Management and Finance systems for cloud-based asset storage and automated functionality & metadata-based asset organization.
- Created and optimized internal workflows for efficient collaboration between Production, Account Management, and Clients resulting in a 60% reduction of large file duplication across on-prem server infrastructure and decreased client request turnaround time by 200%.
- Produced Video Conversions, Subtitling and Edits for OTT, Social Media & Digital Media Streaming Partners, converting a 3rd party expense into an agency revenue stream with significant cost and time savings for clients.
- Management of all Font Licensing for Agency and Custom Font Production for Clients
- Administration of agency & client vault storage accounts and tracking of Broadcast Production Department physical assets (footage & elements drives)
- Build and maintenance of Rights Management database for Photography and Still image assets
- Agency Archive Server Administration

Design & Creative Marketing Services

5.99– Present **Website Design and Maintenance & Social Media Content Creation and Community Management**

EELS/ E-Works Records

- Design, Development, and maintenance of Official Artist Website (eelstheband.com) since 1999.
- Coordinate with Artist, Management Team and US & European label partners to develop and implement online promotion and release of 12 studio albums, 7 live albums, 7 Live Concert Film Premieres, and 14 world tours.
- Maintenance, management and scheduled updating of all artist social media accounts using original content created in conjunction with artist and label.

Facebook: facebook.com/THEEELS (271,000 Followers)

Instagram: instagram.com/eelstheband (36,000 Followers)

YouTube: youtube.com/c/OfficialEels (93,000 Subscribers)

Twitter: twitter.com/THE_EELS (31,000 Subscribers)

2001– Present **Website Development and Creative Design Services**

Freelance

- Website development and album art design for record labels, independent artists and LA area companies
- Logo design
- Collateral & merchandise design (posters, flyers, stickers, t-shirts)
- Art Department creative services (prop graphics) for broadcast and music video production.

cont'd

1998 –
2001

Senior Webmaster/Designer

ArtistDirect, Inc Los Angeles, CA

- Collaborated with artists and management teams to conceptualize, plan and execute original designs for a wide range of music website properties, including Official Artist Sites and Online Stores for Crosby Stills Nash & Young, Ozzy Osbourne/Ozzfest 2000, Black Sabbath, EELS, James Taylor, Rage Against the Machine, Matthew Sweet, and The Mighty Mighty Bosstones
- Fan Message Board Implementation & Community Management

1997–
1998

Web Design Director

GIS Networks, Inc Los Angeles, CA

- Lead designer responsible for design and maintenance of new and existing client websites, including Sony Pictures, Capitol Records, Skechers Shoes and FOX Movie Studios.
- Designed and developed first Skechers Shoes website-- Awarded In-Style Magazine "1997 Fashion Website of The Year"

1995–
1997

Jr. Web Designer & Copywriter

rVison/Big Gun Project Los Angeles, CA

- Copywriter, designer and HTML programmer for music & film Client sites including Capitol Records artists, FOX Movies, Sony Pictures and Nickelodeon at one of the first commercial Website Design companies.
- Assisted in creation of 25 commissioned and original content websites
- Freelance Writer for Beastie Boys' Grand Royal Magazine

Education

1991–1995 **Bachelor of Science, Secondary Education**

Indiana University Bloomington, IN