

BRE JACOBS

Junior Art Director



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EDUCATION

Bachelor in Fine Arts - Graphic Design
Binghamton University, May 2017

CLIENTS

Bank of America, Maserati, Hennessy,
Novartis, Novo Nordisk, Gilead, Colgate,
New York City Government

RECOGNITION

GOLDEN DRUM YOUNG DRUMMERS

2024 Finalist

THE ONE SHOW

2024 SILVER (1) – MERIT (1)

LIA

2023 Gold (1) Silver (2) Bronze (1)

SABRE

2023 Gold

INNOVATION SABRE AWARDS

2023 Finalist

PR DAILY'S DIGITAL MARKETING AND SOCIAL MEDIA AWARDS

2023 Winner

FIERCE PHARMA MARKETING AWARDS

2023 Finalist

MM+M AWARDS

2023 GOLD

THE DRUM SOCIAL BUZZ AWARDS

2022 Finalist

TOOLS & SKILLS

Adobe Creative Suite
Cinema 4D
Photo editing
Motion graphics
Video editing

INTERESTS

Reading
Drawing & Painting
Fashion
Food & Bubble Tea
Live Music
Pugs

EXPERIENCE

BURSON - ART DIRECTOR | NOVEMBER 2024 - PRESENT

- Create and develop multiple earned campaigns for leading pharmaceutical brand
- Develop and lead sophisticated creative concepts into 360 sustainable campaigns, platforms and activations
- Execute concepts for brand campaigns including productions, digital content, radio and print
- Concept and create campaigns that won multiple pitches including Maserati, Bank of America, the ALS Association, and Coca-Cola
- Concept and lead art direction for video production projects
- Collaborate and guide design and animation staff with art and creative direction

BURSON - JUNIOR ART DIRECTOR | OCTOBER 2022 - NOVEMBER 2024

- Launched campaign for New York City Government jobs that overdelivered audience goals by 130% with 17.5MM in delivered impressions.
- Developed and led sophisticated creative concepts into 360 sustainable campaigns, platforms and activations
- Executed concepts for brand campaigns including productions, digital content, radio and print
- Collaborated in creative brainstorming sessions for new business pitch campaigns
- Concepted and led art direction for video and animation production projects alongside senior staff
- Collaborated and guided design and animation staff with art and creative direction

BURSON - DESIGNER | OCTOBER 2021 - OCTOBER 2022

- Concepted and lead art direction for video production projects alongside senior staff
- Created art direction and render designs for social media content campaigns
- Animated and composited eye-catching graphics including title cards, lower thirds, and graphic effects for video spots
- Collaborated in creative brainstorming sessions

BURSON - JUNIOR DESIGNER | MAY 2018 - SEPTEMBER 2021

- Developed and produced designs for social media content, infographics and other promotional materials
- Animated and composited eye-catching graphics including title cards, lower thirds, and graphic effects for video spots
- Edited and assembled various video content including promotional video spots, interviews, and case study films
- Created logos for client sub-brands
- Assisted in-house productions with filming and audio recording
- Served as an aid to new interns and design coordinators

BURSON - DESIGN COORDINATOR | JULY 2017 - APRIL 2018

- Produced designs for social media content, infographics and other promotional materials
- Assisted with PowerPoint templates and presentations for client pitches
- Edited in-house videos for new business pitches
- Developed and edited client motion graphic highlight reels from conception to completion