

Nick Judy

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Versatile creative marketing design professional experienced in photography, videography, and web development. Industry experience includes Marketing for B2B/B2C retail, Art Design for a National Trade Magazine, Higher Education and Sports photography.

Dedicated with demonstrated strengths in client service, content creation and management and trend tracking. Good 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
- B2B/B2C Sales Training
- Vendor Management
- Communication
- Branding
- O365 Suite

Experience

SEPTEMBER 2023 – CURRENT

Marketing & Event Coordinator / Conscious Capital

- Plan and coordinate 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 generate 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.
- Develop and execute Annual Marketing Plan
- Create engaging seminar presentations.

APRIL 2022 – SEPTEMBER 2023

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 and process audio incorporating graphics, captions, and B-Roll.
- Develop online presence using WordPress, Joomla, Cascade, HTML, and CSS.

JUNE 2017 - APRIL 2022

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

Photographer - Web Developer - Designer

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

- Provided location photography for editorial feature 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.
- Handled catalog data for display.
- Redesigned catalog for rerelease.

OCTOBER 2002 – AUGUST 2008

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 pre-press 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

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

Education

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

May 2014