



Jeremy R. Sharp

Graphic Designer / Marketing Professional / Video Editor

Loveland, OH

A creative professional with over 12 years of experience; I've been lead designer in a sci-tech marketing department, freelanced for dozens of clients, and provided non-profit PR direction. I offer senior level visual communication skills, video production talent, label production and package design experience. I can provide marketing knowledge to grow any brand. I am comfortable assuming sole responsibility, yet I thrive on the energy of collaborating with a talented team.

WORK EXPERIENCE

Luxottica Retail - Mason, OH

Email Marketing Specialist, July 2018 - Present

Facilitating email marketing campaigns for a major optical company. Clients include retailers such as LensCrafters, Pearle Vision and Sunglass Hut. Utilizing Salesforce Marketing Cloud and Oracle Responsys, I deploy targeted email campaigns to millions of subscribers. Functions also include organizing subscriber data, quality assurance testing, proofing and scheduling email delivery.

Ocean Optics, Inc. - Dunedin, FL

Senior Graphic Designer, June 2014 - April 2018

Reporting directly to the Marketing Director, I oversaw production of all creative marketing collateral. I provided creative direction and maintained brand standards across all marketing communications. I embedded myself as brand champion of our global team, ensuring proper brand representation across the Americas and Europe. Responsibilities included:

- Edit and produce 30+ videos annually to train internal staff, support trade shows, promote products and educate customers. Over 300 videos were released under my direction.
- Coordinated product packaging and label design updates for a vast line that included nearly 1,700 optical sensors, spectrometers, lasers, light sources and sampling accessories.
- Delivered a global monthly email newsletter in four languages to over 80,000 subscribers. Responsible for growing the audience, creating online content and distribution via Constant Contact.
- Built and maintained content across company websites, acted as creative lead for the web development team, providing visual direction and training staff in the WordPress CMS platform.

Ocean Optics, Inc. - Dunedin, FL

Graphic Designer, July 2006 - June 2014

Supported all creative efforts of the Marketing department. Worked directly with the MarComm Manager and Production Artist to optimize output and grow the reach of the Ocean Optics brand. Daily responsibilities included website maintenance, product photography, product illustration and creation of infographics, direct-mail marketing, copy writing and web analytics. Achievements included:

- Created the company's first product-specific package and label systems. Worked directly Engineering and Shipping teams, creating cohesive packaging and label systems, greatly improving customer experience, and minimized RMAs.
- Implemented a video program for product promotion, brand awareness and technical education of Ocean Optics products. I shot, narrated, edited and distributed through online media.
- Provided design support for 30+ annual trade shows and company events. Designed product sheets, large format graphics, video loops and 3D elements.
- Led a top down redesign of the corporate identity, designing a new logo, and establishing brand standards still in use today.
- Expanded the use of social media marketing and increased customer engagement with targeted email campaigns.
- Designed over 25 logos for Ocean Optics products.

GRAPHIC DESIGN & MARKETING SPECIALTIES

- Video Production, Editing and Motion Graphics
- Social Media and Email Marketing
- Package Design
- Trade Show and Event Design
- Website Design (WordPress, SEO, Basic HTML and CSS)
- Logo Design, Branding and Corporate Identity
- Copy Writing
- Photography
- Product Development and Testing
- Illustration (Traditional and Digital)

SOFTWARE EXPERTISE

- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premier, DreamWeaver, Acrobat and Comp)
- Final Cut Pro
- Camtasia Studio
- Microsoft Office 365
- Proficient in MacIntosh OS X Environment

FREELANCE EXPERIENCE

Branding and Website Design, 2018 – 2019

Branch Hill Coffee Co. • Loveland, OH

Created an identity for locally-owned coffee shop and restaurant. Created a logo and brand standard, website, billboard, advertising, product photography and social media management.

Packaging and Label Design, 2018 – 2019

Frequency LLC • Largo, FL

Assisted a health and beauty company in sourcing sustainable and affordable packaging solutions for their products in the retail space and online markets. I redesigned labels and created original packaging systems for several product lines.

Label Design + Print Promotion, 2017 – 2019

MEAN Beard Co. • Batavia, OH

Designed new labels for line of men's grooming products, as well as printed promotional collateral including business cards, trade show signage, product brochure and wholesale lookbook.

Website Design, 2016 – 2017

Access Optics, Inc. • Broken Arrow, OK

Redesign of client website for improved user experience, mobile-responsive navigation, SEO and best overall design practices. Worked with a technical writer to improve readability.

Label Design + Packaging, 2010 – 2015

Deserving Pets • Lander, WY

Provided updates to existing labels and created original designs for new products. Addressed needs to meet regulatory standards, and transitioned into a new brand style. Products were developed for the pet food industry and nutrition space.

Illustration + Graphic Design, 2007 – 2008

Greenlight Collectibles • Indianapolis, IN

Illustrated new and classic Corvettes for 1/64th die-cast model packaging, trading cards and POP displays. High-quality renderings were produced according to technical specifications.

VOLUNTEERISM & NON-PROFIT MARKETING

Movember Foundation

Cincinnati Network Administrator / Volunteer, 2011 - Present

Originally, acting as a volunteer "Mo Bro," I used the powers of design and marketing to found a city-wide network to help change the face of men's health. I organized the efforts of over 100 volunteers in a citywide fundraising effort, that has raised more than \$40,000 to date.

- Plan, promote and host fundraising events such as concerts, wellness fairs, sports tournaments and art exhibits.
- Design apparel, posters and promotional materials for events. Maintain movembercincy.com and social media accounts.
- Act as PR Director, writing and distributing press releases to area print publications, television and radio stations. Participate in television and radio interviews promoting Movember.

Cincinnati Beard Barons

MarComm Officer, March 2014 - Present

The Cincinnati Beard Barons are a hardworking facial hair club doing good for the Cincinnati area. As a club officer, I promote our club events and charitable activities. Under my guidance, the club has grown rapidly and raised over \$35,000 for local non-profits.

- Manage beardbarons.com, contribute to social media accounts and all printed promotional collateral and apparel.
- Plan, promote and host fundraising events.
- Volunteer time in our community. Travel to regional events and national events driven by charitable giving and facial hair.
- Cultivate and maintain relationships with our sponsors.

EDUCATION

Ringling College of Art and Design

Sarasota, FL

Bachelor of Fine Arts Degree

Graphic and Interactive Communications

Class of 2006

Art Academy of Cincinnati

Cincinnati, OH

Foundation and Illustration Studies

2000 - 2001

CONTACT ME

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