


Jerry McFarland Jr. Digital Marketing & Promotions Specialist

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OBJECTIVE

Digital Media & Marketing Specialist with 15+ years of experience in digital marketing, experiential marketing, promotions, branding, motion and interactive design and business strategy across B2B, B2C, music, and entertainment industries.

PROFESSIONAL SKILLS

Digital Strategy, Content Coordinator, Social Media Strategy, Team Leadership, Communication, Project Management, Website Administration, Content Management Systems, Video Post-Production, Audio Production + Engineering, Podcast Production, Analytics, SEO

TECHNICAL SKILLS

Adobe Creative Suite, Adobe Experience Manager, Wordpress, Squarespace, Shopify, Canva, Microsoft Office, Google Workspace, Google Gemini, ChatGPT, Nano Banana, Basecamp, Asana, Monday, Trello, FunctionFox

PROFESSIONAL EXPERIENCE

YELLOWDOG PRODUCTIONS, Chesterfield, MO remote

Associate Creative Director, Digital Media Specialist, Website Administrator, Project Manager *February 2010–Present*

- Lead and assisted design direction for custom websites, graphics, and motion projects
- Served as point of contact for clients and lead post-production activities for final approval
- Manage / Create / Edit digital content for various Content Management systems
- Collaborate with development and design teams to ensure website performs at that optimal level for users and clients
- Worked closely with directors, producers, videographers, and secondary editors to ensure brand and message consistency
- Created visual effects and motion graphics, mixed audio, and encoded video files to upload to digital media channels

Accounts: B&G Foods / Cargill / Champion Aerospace / Eaton Corp. / Famous Footwear/ Jeld-Wen Windows / Land O' Lakes / Lion Forge Entertainment / Purina Mills / Sam's Club

FREELANCE, CREATIVE

Digital Strategist, Website Administrator, Content Coordinator, Account Manager *2012–2020*

- Lead design direction for custom websites, graphics, and motion projects
- Managed / Created / Edited content for web and social media vehicles
- Built product database in ecommerce CMS including Shopify and WooCommerce
- Created visual effects and motion graphics, mixed audio, and encoded video files
- Worked closely with directors, producers, videographers, and secondary editors to ensure brand and message consistency
- Handled accounts and billing

Accounts: Budweiser Brewery Experience / Budweiser Gift Shop / Charter Television / LP Creative Studio / Potomac Publishing

HEYDAYS ENTERTAINMENT, St. Louis, MO

Event Coordinator, Booking Agent, AV Specialist, Audio Production, Account Executive 2017-present

- Connected talent with booking agencies
- Booked talent for local venues, weddings and corporate events
- Lead creative for stage show AV, lights and stage production
- Lead production for live audio and podcast shoots
- Handle communications and coordinated scheduling between client, talent, venues and promoters

Accounts: LaDeDa Entertainment / ABE Agency / Sponstour / Rock N Roll Marathon / Armed Forces Entertainment / Atomik Media

GRAND SLAM SPORTS, St. Louis, MO

Creative Director, Digital Content Coordinator 2012-2013

- Created, produced and delivered digital content to websites and social media accounts.
- Supplied all graphics and other digital assets to station brand vehicles.
- Podcast production, artwork design and distribution.

EDUCATION

SOUTHERN ILLINOIS UNIVERSITY Edwardsville, IL

Bachelor of Science, May 2009 Communications,

Majored in Mass Communications with emphasis in digital media. Minored in International Business Administration

HOGESCHOOL INHOLLAND Haarlem, Netherlands

Received minor in International Business 2006-2007