



JACOB BULLER

Advertising Strategist

EDUCATION

VCU BRANDCENTER, RICHMOND, VA

2018 GRADUATE CANDIDATE

MASTERS OF SCIENCE, BUSINESS - STRATEGY TRACK

RELEVANT COURSEWORK:

Strategic Thinking · Creative Thinking · Business of Branding · Strategy & Design · Communications Planning · Visual Storytelling & Design · Brand Analytics

BLUE RIDGE COMMUNITY COLLEGE, WEYERS CAVE, VA

GRADUATED DECEMBER 2015

CAREER STUDIES CERTIFICATE IN WEB DESIGN AND DEVELOPMENT

RADFORD UNIVERSITY, RADFORD, VA

GRADUATED MAY 2010

BACHELOR OF SCIENCE IN ADVERTISING, MINOR IN GRAPHIC DESIGN

GRAPHIC/UX DESIGNER, CHARLES RYAN ASSOCIATES

OCTOBER 2015 - AUGUST 2016 *Small ad agency with offices in Charleston, W.V. and Richmond, V.A.

- Designed digital advertising and print marketing campaigns for multiple clientele.
- Wireframed and built front-end interfaces for programs/websites of new clients and organizations.
- Lead creative/UX designer for websites of new clients.
- Put together request for proposal packets for prospective clients.

GRAPHIC DESIGNER, THE SCOUT GUIDE

OCTOBER 2013 - OCTOBER 2015 *Print and online magazine publication out of Charlottesville, V.A.

- Work one-on-one with editors' towards the development of ideas and tangible marketing instruments in the form of advertisements and website content.
- Designed double page ads for 7 books, totaling over \$1,000,000 in revenue.
- Created TSG promotional items including invitations, postcards, and book wraps.
- Setup and customized a Shopify eCommerce store and theme.

ONLINE MARKETING ASSISTANT, PLOW AND HEARTH

MAY 2012 - AUGUST 2012 *Garden and household retail chain with headquarters in Madison, V.A.

- Managed online affiliate accounts, setup placement of promotional banners and coupons, updated presence on eCatalog systems and briefed marketing team on weekly revenue numbers.

I'm a wizard at:

Photoshop CC, Illustrator CC, InDesign CC, HTML5, LESS.

I'm getting better at:

After Effects CC, Final Cut, phpStorm, MySQL, MAMP Pro.

I'm experienced in:

Quantitative and qualitative research, business positioning and strategy, photo refreshing, typography, web and logo design, color management.

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RELEVANT
WORK
EXPERIENCE

SKILLS /
PROGRAMS

ABOUT ME:



Recently, I've been teaching myself how to make and repair furniture out of antique wood.



I'm also creating an online presence and volunteering for Evergreen Cemetery, a neglected African American cemetery in Richmond, VA.