

Cole Simmons

573-263-5071

colesimmonsphoto@gmail.com

www.colesimmons.com

SUMMARY

Strategic and methodical creative with a passion for executing ambitious projects and influencing positive outcomes. Proficiently self-motivated and equally collaborative in managing concurrent assignments. In constant search of innovative ideas that can build a competitive edge and solve problems.

SKILLS

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premier, and After Effects)
- Capture One
- Web Design - HTML, CSS, & Javascript (Figma, Wix, Squarespace & WordPress)
- Google Suite/Microsoft Office
- Communications & Project Management (Asana, Slack, Teams, Helpwise, and ClickUp)
- Social Media & Analytics (Google Ads, Instagram, Facebook, Tik Tok, and Youtube)
- Mac Automation (Shell Scripts, Applescript, Javascript for Automator)

EMPLOYMENT HISTORY

Quad/Graphics - Dick's Sporting Goods

Image Specialist | 2022 - 2023

- Continually establishing company records of deliverable output.
- Leading in creating new and improved standard operating processes for various departments and team members within the Studio.
- Collaborating with creative and production teams to offer unprecedented quality of works thus improving client relations.
- Manage team of Digital Technicians, directing all processes to positively affect streamlined workflows, reduce errors, and improve client experiences.

Cole Simmons Digital Media

Creative Media Specialist | 2016 - Present

- Manage multiple client contacts using Google Calendar & Excel Sheets, creating a directory of client information for streamlined CRM.
- Creative direct award winning projects across multiple mediums.
- Conduct research with printed matter, blogs, and other industry thought leaders to stay in the know of current multimedia trends and axioms applied to the execution of photography, design, video, and audio.
- Curated teams of contracted crew & talent to provide high-end deliverables for a variety of clients.
- Strategized marketing and branding concepts for seasoned companies & emerging businesses alike.
- Apply combinations of various creative media for project presentations, communicating processes for pre and post production executions.

The Acoustic Shoppe

Creative Media Manager | 2020 - 2021

- Utilized studio photography, videography, and current design trends for social media and eCommerce pages to establish a suitable brand experience that increased all social media engagement by 80% - leading to the company's greatest sales month ever.
- Designed company SOP's to streamline business and creative process that resulted in saving time and labor for future employees.
- Established social media schedule adhering to when users are most active to push promotional items and scheduled marketed content in order to cater to our business and fact seeking audience.
- Created website content that consistently outperformed prior monthly sales globally.
- Used KPI metrics and other insights to strategize content marketing plans.