

# Jeremy Helm

[www.jeremyhelm.com](http://www.jeremyhelm.com)



Creative/Art Director

BFA Graphic Design



Brand Development



Graphic Design



Production/Sourcing



Leadership/Management

## Introduction

My name is Jeremy Helm and I have a Bachelor's in Graphic Design along with over 16 years of creative experience which includes teaching, leading, and managing for over 10 years of that time. I have helped develop everything from start-up brands to multi-million dollar brands over the years and managed all creative for over a dozen brands at once. In so doing, helped these companies to get the exposure they need to grow and to be successful.

Utilizing my extensive knowledge of Adobe Creative Suite and numerous other software, I supervised the development of thousands of various media and advertisement projects over the years. My learning and knowledge of the talents of my teams helped me to ensure that things ran smoothly and deadlines were always met.

## Skills Summary

- Unique creative direction and follow-through.
- Accomplished creative artist and designer.
- Manage many projects from multiple sources at once.
- Development of process management to meet specific multi-departmental needs.
- Develop processes and systems to streamline workflow.
- I learn new software programs quickly.
- I have great management skills and years of experience. I go by the motto "Lead by example".
- I am not easily angered and work well with others.
- I am able to meet extreme deadlines with precision and quality.
- Ability to maintain financial systems to include budgets, expenditure systems and purchasing

## Software

MAC and PC

- Adobe Photoshop (photo editing)
- Adobe Illustrator (vector image editing)
- Adobe InDesign (layout design)
- Adobe Lightroom (photo cleaning)
- Adobe Acrobat Pro
- Adobe Audition (audio editing)
- Adobe Premier (video editing)
- Mailchimp (email marketing)
- Microsoft Word
- Microsoft Excel
- Microsoft Power Point
- Final Cut Pro (editing)
- Thrive Architect (web and landing page builder)

## Education

University of Louisiana at Monroe  
2000 - 2003 | BFA in Graphic Design

Harding University  
1998 - 2000 | Graphic Design (transferred to ULM)

## Contact

Jeremy Helm  
Phone: 318.355.4393  
Email: [jeremy@helmproduction.com](mailto:jeremy@helmproduction.com)  
Website: [www.jeremyhelm.com](http://www.jeremyhelm.com)

[www.jeremyhelm.com](http://www.jeremyhelm.com)



[www.linkedin.com/in/jeremy-helm](http://www.linkedin.com/in/jeremy-helm)



# Experience

## Sellmark | March 2016 - Present

Creative Director | Mansfield TX - [www.sellmark.net](http://www.sellmark.net)

I was hired at Sellmark to totally revamp the creative process from the ground up and to manage two graphic designers and a photographer/videographer. They had never had a creative lead or any real processes to manage projects or brands. Using my past experiences and by learning how Sellmark handled their day-to-day projects, I set up an organizational process for all creative files and created brand standards for all the brands. This created brand consistency and routines for the teams to be more efficient and have clear direction, without completely changing what they knew or how they were trained. I created SOPs for the roles of my team and used that to help develop the project management software that the company uses for all of Marketing. With that software and directional weekly meetings, we were all working consistency and effectively in a few short months. I continue to managing projects for all aspects of creative, giving clear direction and priorities constantly and strengthening the current brands while developing new ones.

- Responsible for several brands. (Sellmark, Sightmark, Firefield, Pulsar, 12 Survivors, Kopfjager and Headtilt)
- Manage all creative projects and processes from concept through completion.
- Supervise and inspire the creative team and help generate concepts for a campaign or projects.
- Develop creative programs and concepts that meet the objectives of the organization and advance the brand strategy.
- Establish creative direction for the entire line of products and campaigns.
- Develop and source marketing materials or swag every year for show and sales to use.
- Manage tight deadlines from print campaigns, digital media and packing for various factories.

## Plano Synergy | March 2011 - March 2016

Creative Services Manager | Grand Prairie TX - [www.planosynergy.com](http://www.planosynergy.com)

It was my responsibility to help determine the best ways to visually represent various brands identities through packaging, print and digital media. I designed, managed a team of designers, and oversaw more than a dozen top outdoor brand identities at once. I managed over a hundred live projects at any given time and developed high-level concepts for design projects. I often worked directly with buyers and overseas factories to develop designs or packaging concepts that were cost effective for the company and compelling to the consumer. I tried to handle most projects in-house but I do use third-party sources for some design needs.

I also have my hands in other departments outside of Marketing like New Product Development and Brand Management. One way I helped was by developing systems and processes to speed and simplifying workflows. I proposed and lead the development of a custom web-based Product Development system I named "8 Point" that connects all departments from all locations of the company. This system was very easy to use and got products to market with higher quality and shorter timelines. The "8 point" name links the outdoor feel with the 8 major departments of the company that used the software.

- Responsible for numerous brands. (Ameristep, Avian-X, Barnett, Bloodsport, Browning Crossbows, Cross, Evolved Harvest, Evolved Habitat, Flextone, Frabill, Ground EFX, Halo, No Limit, Plano, Plano Synergy, Tenzing, Wildgame Innovations, and Zink)
- Lead creative sessions for project kick-offs.
- Managed all creative projects and processes from concept through completion.
- Supervised and inspired the creative team and helped generate concepts for a campaign or projects.
- Developed creative programs and concepts that met the objectives of the organization and advanced the brand strategy.
- Established creative direction for the entire line of products and campaigns.
- Worked with sales teams to generate ideas for pitching and proposals for buyers.
- Managed tight deadlines from print campaigns, digital media and packing for various factories.

## Buck/Duck Commander | Jan. 2004 - Feb. 2009

Graphic Designer/Editor/Cameraman | West Monroe, LA

I started doing part-time contract work in January of 2004, then was hired full-time as their Graphic Designer/Assistant Editor. Within only a few months, I was promoted to Head Editor and assistant cameramen. Three months later, I also became Head Cameraman for Duck Commander. I became a crucial part of the production team with my focus on Duck Commander, while still developing and working closely with Buck Commander. I also, helped create a pilot episode of what is now Duck Dynasty to sell to the network. One of the best skills I had to offer was that I learned things very quickly and I was very detail oriented.

- Served as field producer on hunting excursions setting up scenes, positioning hunters, and direction.
- Worked in extreme outdoor conditions anywhere from -10 degrees to over 110 degrees. We have also been out filming during hurricanes Katrina, Gustav, and Ike.
- Worked with local and state government to interpret and comply with laws and hunting regulations
- Came up with promotions for; brochures, packaging, logos, web design, newspaper ads, hunting and outdoor conventions, banners, business cards, and flyers.
- Worked closely with Sponsors like Browning, Benelli, RealTree, etc to develop lasting relationships.
- Also, performed office work such as customer service, phone orders, sales, shipping and returns.
- Worked to organize and maintain the warehouse, camera equipment, hunting gear and promotional items.
- Helped teach the annual Duck Commander Videographer School with 10+ students.
- Multi-tasked between filming, editing, working in the office, traveling, and marketing.