

# Jeremy Helm

www.jeremyhelm.com

Creative/Art Director/PM

BFA Graphic Design



Brand Development



Graphic Design



Production/Sourcing



Project Management

## Introduction

My name is Jeremy Helm and I have a Bachelor's in Graphic Design along with almost 2 decades of creative experience which includes teaching, leading, and managing. 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, I have helped these companies to get the exposure they need to grow and be successful.

Utilizing my extensive knowledge of Adobe Creative Suite and numerous other programs, I helped in development of thousands of various media and advertisements pieces. My knowledge of the talents of my team helps me to ensure that things run smoothly and deadlines are met while also developing individual skills.

Based on my experience in fast growing businesses, I have learned how to take chaotic processes and streamline to a more lean efficient system. I have developed everything from SOP's to entire project management systems. My project management experience spans from Product Concepts all the way through Product Launch.

## Skills

- Both creative and analytical.
- Accomplished creative artist and designer.
- Able to manage many projects from multiple sources.
- Led development of project management software to meet specific multi-departmental needs.
- Develop processes and systems to streamline workflow for multiple departments.
- Very knowledgeable with numerous computer programs.
- 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.
- I have years of experience in videography, filming, editing, and field production.
- I have edited 8 full-length, top selling hunting videos.
- I am able to work on both Windows based computers and Mac's.
- Ability to maintain financial systems to include budgets, expenditure systems and purchasing

## Software

- 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, Excel and Power Point
- Asana (project management)
- Final Cut Pro (editing)
- Thrive Architect (web and landing page builder)
- Google Analytics (web traffic analysis)
- AgraPulse (social ranking and content management)
- SEM Rush (content marketing and research)

## Education

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

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

### Hometown Hero | May 2022 - Aug. 2022



Creative Director/Product Development/Project Manager | Austin TX - [www.hometownherocbd.com](http://www.hometownherocbd.com)

I was hired at Hometown Hero to develop the Product Development and Creative teams processes. In the short time there I created a New Product Development process, sharable Master Product Sheet, Product Launch Schedule, an efficient Creative team and organized their entire filing system. All of these pieces worked together to have several successful product launches and clearer communication throughout the company.

- Responsible developing the Product Launch process.
- Responsible for building the processes in Asana
- Managed Projects and Launches through Asana's project management software
- Responsible for getting Creative efficient and organized.
- Responsible for developing and implementing a new structure for file location and sharing
- Lead creative sessions and photoshoots for product launches.
- Managed several launches from concept through completion.
- Developed several processes to help met business goals.
- Supervised and inspired the creative team to generate concepts for projects.
- Provide quality control over concepts and projects.
- Help manage tight deadlines for print and packing from various factories.
- Helped source new vendors for various packaging needs.

### Sellmark | Mar. 2016 - Dec. 2021



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 never had a creative lead or any real processes to manage projects or brands creative. 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 system 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.

My responsibilities now are to use this effective system to get a consistent message out there for each brand and develop more brand awareness and solid brand loyalty. 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. I continue to design every day, but try and give the more fun projects to my team to keep them interested and growing creatively. My team handles 100% of the creative for our brands in house and we also handle all the photo/video needs for graphics, products and brands.

- Responsible for several brands. (Sellmark, Sightmark, Firefield, Pulsar, BulletSafe, Kopfjager and Headtilt)
- Lead creative sessions for all projects.
- Managed many projects from concept through completion.
- Developed creative programs and design concepts that meet the business objectives of the organization and that advance our brand strategy.
- Established creative direction for the entire line of products and campaigns.
- Supervised and inspire the creative team and help generate concepts for a campaign or projects.
- Developed and source marketing materials or swag every year for show and sales to use.
- Managed team members and third party design projects.
- Provided quality control over concepts and projects.
- Managed tight deadlines from print campaigns, digital media and packing for various factories.

## Plano Synergy | Mar. 2011 - Mar. 2016



Creative Services Manager | Grand Prairie TX – [www.planosynergy.com](http://www.planosynergy.com) (now under GSM Outdoors)

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. I managed over a hundred live projects at any given time and personally develop or help manage the development of 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. We handled most projects in-house but I did use external sources for some design needs.

I also had my hands in other departments outside of Marketing like New Product Development and Brand Management. One way I helped is by developing systems and processes to make workflows more efficient. I proposed and lead the development of a custom web-based Product Development system we named "8 Point" that connects all 8 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.

- 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.
- Manage many projects from concept through completion.
- Develop creative programs and design concepts that meet the business objectives of the organization and that advance our brand strategy.
- Establish creative direction for the entire line of products and campaigns.
- Supervise and inspire the creative team and generate multiple concepts for a campaign or project.
- Work with internal teams to generate ideas for pitching and proposals.
- Manage team members and third party design projects.
- Provide quality control over concepts and projects.
- Manage tight deadlines from print campaigns to factory ship dates

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



Graphic Designer/Editor/Cameraman | West Monroe, LA – [www.duckcommander.com](http://www.duckcommander.com)

I started doing contract work for Duck Commander in 2003 while in collage. After graduation I was hired full-time as their Graphic Designer/Assistant Editor. Within only a few months, I was promoted to Head Editor. I then started helping film movies occasionally, as assistant cameramen. Three months later, I also became Head Cameraman for Duck Commander. I became a crucial part of a production team with my focus on Duck Commander, while still developing and working closely with the Buck Commander brand. One of the best skills I have to offer is that I learn things very quickly and I am thorough. This job required organizational skills, people skills, meeting deadlines, leadership, extreme creativity and a good work ethic.

- Served as field producer on hunting excursions setting up scenes, positioning hunters, and direction.
- Worked in extreme outdoor conditions. At times we were in temperatures 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, hunting regulations, as well as make sure to inform all hunters with us of these laws.
- Was in charge of coming up with promotions in various avenues such as; brochures, packaging, logos, web design, newspaper ads, hunting and outdoor conventions, banners, business cards, and flyers.
- Worked closely with Sponsors to develop lasting relationships. Some of the sponsors include; Browning, Benelli, RealTree, Federal Ammunition and Sportsman's Warehouse.
- Also, performed office work such as customer service, taking phone orders, sales, shipping and returns.
- Work to organize and maintain the warehouse, camera equipment, hunting gear and promotional signs
- Helped teach the annual Duck Commander Videographer School with 10+ students.
- Multi-tasked between filming, editing, working in the office, traveling, and marketing.
- Did some minor construction for maintenance of Duck Commander Properties, land clearing, building duck blinds, constructing fences, planting food plots for wildlife, etc.
- Meet deadlines without sacrificing quality.