

JACOB HODGSON

CREATIVE DIRECTOR



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Social: @jacobhodgson | City: Katy, Texas

EDUCATION

BFA, Digital Film & Video Prod.
Art Institute of Houston
2008 - 2011

AAS, Graphic Design
Art Institute of Houston
1997 - 1999

TRAINING

Manager Core 101
Hone
Sep. 2022

Influencing People
Coursera
Aug. 2022

Pragmatic Marketing (PMC-III)
Pragmatic Institute
Mar. 2020

Adwords Certified
Google
Jan. 2016

EXPERTISE

- Adobe Creative Suite
- Asana Project Management
- Film Producing & Directing
- Servant Leadership
- Web Design & Development
- cPanel/LAMP Stack
- Search Engine Optimization
- Creative/Art Direction
- Traditional/Social Advertising
- Pre-press, Color, Packaging

PROFILE

Hi, I'm Jacob Hodgson, an artist based in Houston, Texas. My creative journey began in 1997 with a focus on graphic design, which evolved into web design and development by 2000. In 2008, I attended film school, where I honed my skills in cinematography and filmmaking. Today, I work as a creative consultant, leveraging over 25 years of experience in branding, marketing, advertising, and diverse creative disciplines.

WORK EXPERIENCES

Creative Director

Hodgson Agency LLC | 2005 - Present

Collaborate with diverse clients and agencies across various industries, including nonprofit, education, energy, entertainment, and real estate. Services provided include:

- Visual Communications (Graphic Design, Pre-Press)
- WordPress Design & Development (LAMP Stack)
- Google Analytics / Search Console
- Email Marketing / Lead Generation
- Film Production (Pre-Production, Production, Post-Production)
- Social Media Marketing and Advertising

Video Producer → Art Director → Manager, Digital Media

Quorum Software | 2019 - 2024

Partnered with segment, product, sales, HR, and executive leadership to drive the launch of GTM programs, supporting Quorum's global expansion as the leading SaaS provider in the oil and gas sector. Led a global creative team that played a key role in multiple acquisitions and collaborated with leadership to achieve \$100M in organic growth.

Multimedia Specialist

InsurMark | 2012 - 2013

Designed and developed WordPress-based content management systems for InsurMark and their top 20 financial advisors. Produced engaging video content, email campaigns, and seminar materials to support marketing efforts. Built and optimized social media profiles while implementing targeted SEO strategies for advisors. Managed the launch of a dedicated server hosting multiple advisor domains.

Package Designer/Web Developer

Drake Container Corp. | 2001 - 2005

Contributed to the successful launch of programs for high-profile clients, including Pennzoil, Walmart, Clorox, and Crayola. Provided training and mentorship to employees and interns as needed. Developed websites and Flash presentations to support multi-million-dollar accounts, ensuring seamless execution and client satisfaction.

Web Designer

ComSpace.com, Inc. | 1999 - 2000

Graphic Design Intern

Patrick Advertising | 1998 - 1999