



Jeff Woods

Art Director / Designer/ Digital Media



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 jeffrey_woods

Hello

Dear Recruiting Manager,

It's nice to meet you; I am a multi-disciplinary freelance designer based in San Francisco, currently leading design and partner at Pylgrm Productions.

I've had the privilege of influencing products used and loved by many while working in the creative field throughout my career in different forms. I have been a Creative Director, Brand Strategist, Marketing Consultant, Managing Sales Funnels, a Filmmaker, Photographer, and Graphic Designer. I am also a recognized national speaker in creative entrepreneurship speaking at several creative conferences throughout the year. As a connector, I have worked alongside significant brands and services throughout the world focused on creating results. Thank you for checking out my resume, I'd really love a chance to learn more about the culture around the company and the open position.

A few quick highlights over my career:

- National Keynote Speaker at Imaging USA Photographic Convention.
- A member of the Canon Explorers of Light considered to be the top in the field of photography and film.
- Two national Addy Awards in film production.
- 7 Kodak Gallery awards in photographic competition.
- Marketing lead on the most successful crowdfunding campaign in software raising 5.2 million dollars in founding memberships.

Friday, 06/06/2018

Sincerely **Jeffrey Woods**



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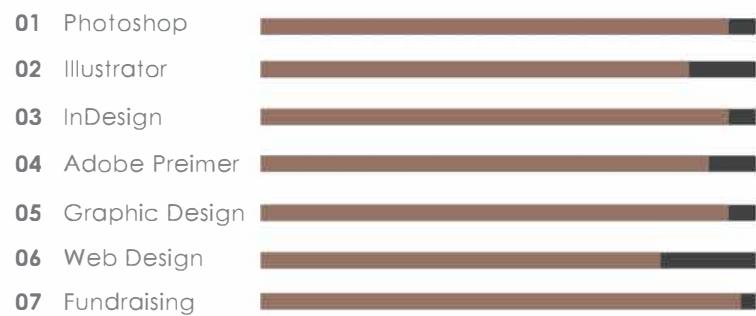
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My Skills

Specialties would include in brand management, creative direction, public speaking, storytelling through photography and film, brand identity, marketing, and graphic design, package design, fundraising events, public relations, and networking.



My Experience

September 2016 – Present

Creative Director

Being and Machine
beingandmachine.com

Being and Machine is a marketing company building products that help organize the digital chaos. My jobs included art direction and producer for various projects from social media strategy and design, filmmaking and brand identity.

April 2014– 2016

Community Evangelist

The Grid
thegrid.io

The Grid harnesses the power of artificial intelligence to auto-design websites. My role with the company was to create the sales funnel and marketing strategy around a pre-order campaign that when said and done was the most successful pre-order campaign for software raising 5.2 million dollars through the founding memberships.

September 2015 – Present

Co-Founder / Digital Director

Pylgrm Production House
pylgrm.com

Pylgrm is an award-winning film production that crafts visual narratives for emerging brands with the use of photography, video, and motion graphics.

September 2012 – Present

Co-Founder / Consultant

Beautiful Outcome
beautifuloutcome.com

A husband and wife team that is nationally recognized speakers in business coaching and business strategies for creative entrepreneurs. Created an educational platform used by business and individuals around the world with ongoing enrollment.



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My Education

2009- 2013

Professional Photographers
of America
Craftsmen and Masters
Photography Degrees

2013- 2014

Blood & Ethos
Institute of Heroic Living
Certified Business Coach

2016- 2018

StoryBrand
StoryBrand Certified Guide &
Copywriter

2000-2002

Liberty University
Communication Major

2016- 2018

Code Academy
Design and Code Certification

My References

Dan Tocchini
Blood and Ethos
Dan@bloodandethos.com

Mark Edwards
The Grid-Chairman of The Board
Mark@thegrid.io



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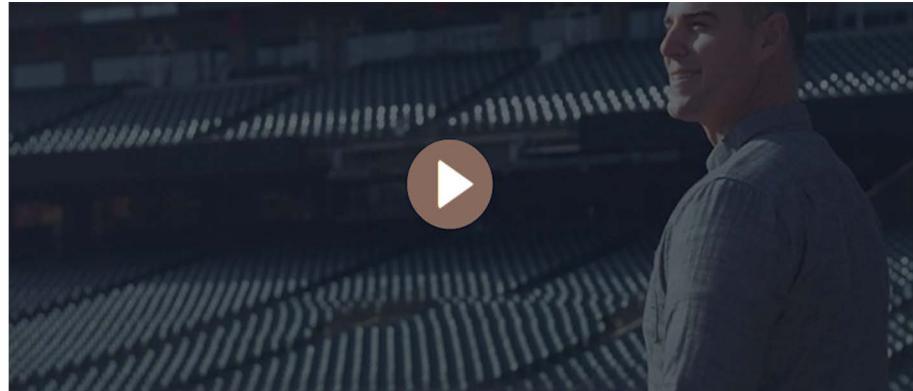
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My Recent Projects

Filmmaking

I was the producer and creative director for this short narrative on former San Francisco Baseball pitcher Noah Lowry's comeback in life after facing retirement. This was part of an ongoing training testimonial from Blood And Ethos and was picked up by the AP press. Due to the power fo the video, the MLB is looking to have Blood and Ethos a part of the aftercare training once players retire.



Crowdfunding Video

The Grid raised more than 5.2 million dollars in the crowdfunding campaign. I was the art director for digital media which included producing this video for the potential personas.



Brand Launch

The Day Wine is a new startup wine company that caters to the fastest growing segment in the wine industry. I'm the lead designer on social media content creator and marketing for distribution channels. Generating thousands of dollars in sales through Instagram Stories, Facebook Ads and influencer program.

