

JACKSON B. HICKS

PORTFOLIO: jacksonbhicks.com

EXPERIENCE

CREATIVE STRATEGIST / GREEN ORCHID CONSULTING

[JUN 2023 - JUN 2024]

Produced brand assets and guidelines for the firm's internal operations, ventures, and clients. Acted as Art Director for the firm's branding services. Wrote and managed direct marketing and communications via social media, email, and website updates. Established standards for the tone, visual identity and structure of direct marketing content. Created the visual identity and brand guidelines for their affiliated networking group - resulting in over twenty members within the first month.

ART DIRECTOR / "THE LAB", STAN RICHARDS SCHOOL OF ADVERTISING

[SPRING 2023]

Led the creative team through its capstone project. Working with GSD&M and Capital One, the class created an original campaign for one of Capital One's forthcoming products. Responsibilities included art direction, copywriting, graphic design, branding, and overall campaign strategy. Organized the creative team and handled affairs with other departments.

ART DIRECTOR INTERN / BANDOLIER MEDIA

[MAY 2022 - JUN 2023]

Created and executed concepts for digital ad campaigns. Directed video and photo shoots. Communicated consistently with agency's executives, creatives, production teams, and clients to develop campaign strategy and messaging. Provided creative direction - including design, brand voice, and ad concepts - for the initial marketing of Roasty Buds Coffee. Guided the styling, messaging, and strategy of Teo Gelato's return to social media.

BRAND DEVELOPMENT & DESIGN / INDEPENDENT

[2019 - PRESENT]

Consulting with small business owners to determine brand identity, value proposition, positioning, and marketing objectives. Creating marketing collateral, logos, websites, and other brand assets.

EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN [B.S. ADVERTISING | SPRING '23]

Graduated with honors from the Stan Richards School of Advertising. Studies included graphic design, visual communications, integrated marketing, branding, writing, photography, interpersonal communication, behavior, research, and statistics.

EXTRACURRICULARS

CHI PHI FRATERNITY - EXECUTIVE COUNCIL [2021-2023]

Served on the chapter's executive board. Strategically re-branded and promoted the chapter. My efforts enabled the chapter to surpass its recruiting goals each semester. Created marketing materials, digital media, photography, merchandise and streetwear. Participated in member recruitment and alumni affairs. Acted as Master of Ceremonies and host for social events. Currently serving as an alumni advisor to the chapter.

UT AUSTIN ICE HOCKEY - GOALTENDER [2018-2020]

PROFICIENCIES

CONTENT MANAGEMENT & SOCIAL MEDIA

Hootsuite, Cloud Campaign, Instagram, Snapchat, X, Facebook, TikTok

SOFTWARE

Adobe Suite, Wix, Canva, Hubspot, Chat GPT

WRITING

Copywriting, Decks/Concepts, Scripts, Newsletters, Direct Marketing

CONTACT

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