

Erik Jefferis

Creative Professional

• Accomplishments

- Used branding and cohesive design to increase market share for Essex Cinemas by 5%
- Leveraged social media strategies to achieve 16x greater customer interaction than the competition
- Created motion content for Jay Peak Resort, critically acclaimed film "A Band Called Death", and Urban Rhino
- Pushed T-Rex Theater to a nationally recognized Large Format Theater

• Career

Creative Director

Eurowest Media
2010-present



T-Rex Theater®
T-Rex Brand Development
Stereoscopic 3D Brand Intro



Essex Cinemas
Social Media Management
Essex Cinemas Brand Intro
DCP Development and Rendering
Marketing Direction

Graphic and Motion Design

Freelance
2012-present



Featured Clients
Mark Covino - A Band Called Death
Origin Design - Jay Peak Resort
Urban Rhino - The Big Fix
Black Fly Collective
Apiary Media

Marketing Intern

Cumbancha Records
2010-2011



Role
Social Media Management
Promotional Planning
Asset Management

• Education

University of Vermont

Burlington, VT 2008-2011
Bachelor of Science in Business Administration
Concentration in Marketing

• Tools

After Effects

Illustrator

Cinema 4d

Photoshop

InDesign

Lightroom

Final Cut Pro

• Contact



Erik Jefferis

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