

# 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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