JAKE HICKS

ASSOCIATE CREATIVE DIRECTOR



JOB EXPERIENCE

Four Columns Marketing | 2022–Present
Associate Creative Director

- Lead concept development and creative execution for integrated brand campaigns, directing multidisciplinary teams across design, digital, photography, and video from strategic brief through final production.
- Develop brand identities & visual systems, guiding projects from initial concepts through final production across multiple client industries.
- Direct commercial photoshoots & video productions, overseeing creative concepts, visual storytelling, and on-location execution.
- Design & direct website experiences, translating brand strategy into cohesive, engaging digital experiences.
- Analyze advertising performance data to inform creative decisions, refine campaign assets, and support client marketing objectives.

Monkedia | 2017–2022
Senior Digital Designer

- Developed digital advertising campaigns & social media creative for brands across a variety of industries and audiences.
- Used campaign performance data to evaluate creative effectiveness & optimize advertising assets for audience engagement and conversion.
- Designed within established brand identities while adapting creative approaches to different products, audiences, and marketing objectives.
- Mentored junior designers and copywriters, providing creative feedback and guidance to support project execution & professional development.

Anker Agency | 2016–2017
Video Production Manager

· Led all video production processes (preproduction, production, editing) for multiple clients.

· Assisted with all print & digital design projects & their distribution for multiple clients.

Film & Television Production | 2013–2016
Freelance Gaffer / Camera Operator / Cinematographer

EDUCATION

Baylor University | 2009–2013
BA Film and Digital Media

SOFTWARE & CERTIFICATIONS

Proficient In
Adobe Creative Cloud
Figma
Canva
Frame.io

Certified In.
Meta Business Manager
Google AdsLinkedin Ads

PERSONAL PROFILE

Multidisciplinary Associate Creative Director with 13 years of experience spanning creative direction, brand identity, integrated campaigns, and visual storytelling. Combines a background in film production with expertise in design & performance-driven advertising to develop creative that is both visually compelling and strategically effective. Experienced in leading creative projects from concept through execution, directing productions, and collaborating across teams to bring ambitious ideas to life.

CONTACT INFORMATION

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