



# Jason Hsu


## OVERVIEW


30+ year industry professional on agency side at 3 of the world's largest agencies as well as extensive in-house experience at publicly traded companies. Creative Director level and above in Advertising, Marketing, and PR with relevant work almost every vertical. Takes pride in intelligent, efficient, effective strategy, data and metrics against ROI, work ethic, and mentorship.

## PREVIOUS WORK

**Director of Technology**  
TEDx Wrigleyville, Chicago, IL  
Aug '18 – Feb '23

**COO & Principal**  
VPOD TV, Chicago, IL  
Oct '20 – Jan '23

**Marketing Director**   
IMS Retail, Chicago, IL  
Apr '20 – Oct '22

**Email Marketing Specialist**   
Tiege-Hanley, Chicago, IL  
Apr '17 – Oct '20

**Executive Creative Director**  
Speciate AI, Chicago, IL  
Oct '17 – May '19

**Creative Director**  
Vivid Seats, Chicago, IL  
Apr '16 – Oct '18

**Creative Director**  
Kaplan Higher Education, Chicago, IL  
Mar '12 – Aug '14

**Adjunct Design Professor**  
Roosevelt University, Chicago, IL  
Jun '08 – May '12

**Creative Director | VP**  
Hill & Knowlton, Chicago, IL  
Jan '07 – Oct '10

**CEO**  
Natural Cures, Elk Grove, IL  
Jan '05 – Oct '06

**Creative Director**  
Whittman Hart, Chicago, IL  
Jan '01 – Feb '05

**Creative Director**   
Tribal DDB, Chicago, IL  
Jan '01 – Jan '05

**Interactive Director**   
Williams-Labadie, Chicago, IL  
Dec '00 – Apr '03

**Creative Director**  
EthnicGrocer.com, Chicago, IL  
Nov '99 – Dec '00

**Sr. Art Director**  
Hodes Advertising, Chicago, IL  
Feb '94 – Nov '99

 | Consultant

## PRESENT WORK

 **Director of Marketing & CTO**, District Doughnut, Washington DC  
May '21 – Present

**CEO & Executive Creative Director**, QSL2, Chicago, IL  
Oct '17 – Present

**Executive Creative Director & Principal**, Fahrenheit674, Woodridge, IL  
Oct '09 - Present

## EDUCATION

**B.S. Psychology** - University of Illinois, Urbana-Champaign

## HIGHLIGHTS

- Member of the founding team at TEDx Wrigleyville
- Launched and ran VPOD TV, 59.3 – an OTA television station
- Patented and launched QSL2 – a full SaaS product
- Part of the initial creative effort to bring Vivid Seats public
- \$104M NET in year 1 as CEO of a startup with 11 employees
- Worked on the 2008 Beijing Olympics as Creative Director at Hill & Knowlton

## ACCOMPLISHMENTS

**Six (6) Telly Awards (3 Silver, 3 Bronze)**  
**Patent with the U.S. Patent Office**

## SKILLS

### Creative

Strategy  
Brainstorming  
Concepting  
Sound Editing  
Video Editing  
Script Writing  
Copywriting  
Design/Layout  
UX/UI

### Email

Campaign Monitor  
Mailchimp  
Constant Contact  
Responsys  
Exact Target  
Retention Science  
Klaviyo

### Software

Adobe CS  
Office Suite  
Sketch  
InVision  
Salesforce  
Loomly

### Marketing

Google Suite  
SEO/SEM  
Social Marketing  
Social Advertising

### CMS/CRM

Shopify  
WordPress  
Salesforce  
Hubspot  
Joomla  
AEM

### Coding

HTML5  
CSS3  
Basic PHP  
Basic JavaScript  
Basic jQuery  
Basic ASP  
Basic .NET  
Basic React

### Other

AI Generation  
Mentoring  
Forecasting  
Pro Formas

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