



JASON HSU

Executive Creative Director

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SKILLS

General

- Design + Layout
- Copywriting
- Creative Strategy
- Sound Editing
- Brainstorming + Concepting
- Video Editing + Production

Online

- UX + UI
- Coding (HTML, CSS, Minor PHP, .NET, Javascript)
- SEO + SEM
- Social Media Marketing + Advertising
- CMSs (Wordpress, Shopify, etc.)
- CRMs + ESPs (Hubspot, Constant Contact, Salesforce, Mailchimp, Campaign Monitor, etc.)

Software

- Adobe Creative Suite
- InVision + Sketch
- Office Suite

EDUCATION

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

AWARDS & ACCOMPLISHMENTS

Awards

- 4 Silver + 2 Bronze Telly Awards

Accomplishments

- US Patent Number: 34193357 Systems And Methods For Improving Marketing Analytics Using Deep Learning
- Taiwanese American Foundation Board of Directors

WORK EXPERIENCE

Fahrenheit674, Chicago, IL

Executive Creative Director + Principal

10.2009 - Present

- Founded and built book of business including a publicly traded, \$13B/year company as a cornerstone client
- Responsible for budgeting, strategic platform, creative concept, and execution for full product launches (all media) and commercializations (B2B)
- Clients include: Radwell, Ingersol Rand, Trane, Eventbrite, Lucid, Verbo, Potbelly

Keil Group (Potbelly Sandwich Works), Lake Forest, IL

Chief Marketing Officer

07.2023 - 01.2026

- Created, executed, and maintained Marketing, Advertising, and PR initiatives for 13 franchise locations in Maryland
- Responsible for budgeting, forecasting, and ROI across all campaigns and platforms for online and in-store acquisition

Vivid Seats, Chicago, IL

Creative Director

04.2016 - 10.2018

- Coordinated with company founders, Marketing SVP, product leads, and UXD to deliver strategy and assets ranging from print, digital display, and video for online presence (transactional website, mobile, CRM, social, and PR)
- Integral to the "Live it Live" OOH advertising campaign resulting in attributable greater brand awareness

Kaplan College, Chicago, IL

Creative Director

03.2012 - 08.2014

- Led in-house video production, copywriters, designers and AOR to conceptualize and produce all creative from broadcast to print to online
- Responsible for financials including ROI and forecasting

Roosevelt University, Chicago, IL

Design Professor + Adjunct Faculty

06.2008 - 05.2012

- Taught night classes as an adjunct faculty member in Design, Design Theory, and the full Adobe Suite twice a week to the next generation of creatives

Hill & Knowlton, Chicago, IL

VP + Creative Director

01.2007 - 10.2009

- Led and mentored creative team of Art Directors, Copywriters, and Developers through strategy, concept, and execution of integrated programs and assets
- Responsibilities included new business pitches and RFPs, and financials

Whittman-Hart, Chicago, IL

VP + Creative Director

12.2002 - 02.2005

- Oversaw all creative and budgeting for online and traditional clients serving as main client contact
- Responsibilities included hands-on design and production, web development, and advising on technology and trends
- Clients included: Knightsbridge, Ferrara Pan, V-Tech, Harley Davidson, Caesar's

Tribal DDB, Chicago, IL

Creative Director + Consultant

08.2000 - 10.2004

- Utilized as a "firefighting" consultant on several projects
- Clients included: Pepsi, Budweiser, Betty Crocker, McDonald's, Home Depot, DDB's internal new biz site, State Farm

Additional experience available upon request