



Jesse Lorencz is a creative director who has a passion for helping brands find creative solutions to highlight what makes them unique.

## Awards

2021	SIA	<b>Best of Category:</b> Coronavirus Communications
2020	ADDY	<b>Best in Show:</b> Public Service
2020	ADDY	<b>Gold:</b> Corporate Social Responsibility Television
2020	ADDY	<b>Silver:</b> Logo Design
2020	Telly	<b>Silver:</b> Branded Content: Government Relations
2019	SIA	<b>Gold:</b> Creative Industry Self-Promotion Campaign
2019	SIA	<b>Bronze:</b> Creative Video Series Campaign
2018	SIA	<b>Platinum:</b> Marketing Effectiveness Video Campaign
2017	MarCom	<b>Platinum:</b> Annual Report
2017	MarCom	<b>Gold:</b> Print Invitation
2017	MarCom	<b>Platinum:</b> Marketing, Campaign, and Special Event
2017	Davey	<b>Gold:</b> Promotion/Branding
2017	Davey	<b>Silver:</b> Print/Non Profit
2016	MarCom	<b>Gold:</b> Gift Item
2016	Addy	<b>Silver:</b> Packaging

## Creative Director

01/2018 – 01/2022

*RedRover - Memphis TN*

Responsibilities included creating visuals, concepts, and writing, managing the team of creatives and their work, implementing and improving processes, meeting with and presenting to clients and prospects, estimating projects, reviewing and providing briefs, and making sure the direction and work are strategically aligned.

## Art Director

05/2015 – 01/2018

*Creative Inferno- Memphis TN*

Primary responsibilities were to provide creative concepts, designs, and collaborate with Copywriters and Account Managers to provide clients with a successful project. One of the led Designers for their FedEx account as well as a handful of clients.

## Designer

03/2013 – 05/2015

*PhireGroup - Ann Arbor, MI*

Phire operates primarily as a branding agency, and as such my day-to-day was to provide concepts and initial material as well as evolve direction provided by the creative directors.

## Freelance Designer

01/2012 – CURRENT

*Self - East Lansing, MI*

My freelance experience is driven by passion projects. Starting with family and friends but now my network as expanded to helping entrepreneurs start grow their businesses. The projects range from branding, stationary, websites, social media, and marketing support.

## Skills

Concepting, Branding, Web, Logo, Print, Digital, Stationary, Email, Packaging, Outdoor, Presentations, Naming, Marketing & Strategy

## Programs

Adobe InDesign, Photoshop, Illustrator, XD, WordPress, HubSpot, MailChimp, Microsoft PowerPoint, Word

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## Information

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References provided on request

[jesselorencz.com](http://jesselorencz.com)