

Jacob Hodgson

Creative Consultant
info@jacobhodgson.com
713.249.8793



<https://jacobhodgson.com>

Summary

Earned my Associates Degree in Graphic Design and Visual Communications from The Art Institute of Houston in June of 1999. Made the Dean's list 3 consecutive times, graduated with Honors.

Completed an additional 2 years of my BFA (2008-2010) in Digital Film & Video Production. Added Scriptwriting, Cinematography, Editing, Lighting, Directing, and Film Producing to my skill set.

Specialties: Video Production, Editing, Pre & Post Production, Web Design & Development, Content Management Systems (WordPress), Search Engine Optimization (SEO), Social Media Marketing, Email Marketing, Server Management, Graphic Design, Pre-Press Production, Color Correction, Packaging and Photography.

Founded Hodgson Studios in 2005 and Marketing Houston Group LLC in 2012.

Experience

Creative Consultant - Hodgson Studios

August 2005 - Present

Work with a wide range of clients and agencies in a multitude of verticals, including; Religious, Healthcare, Energy, Entertainment, Real Estate, Automotive, Retail and Food/Beverage.

KTSU, Defender Network, Idealogic Brand Lab, RMH, The Hucksters, Innova Design & Advertising, Barnes & Stonedale, Walker Entertainment Group, Yelp, Transwestern, ALC Church, Studio 713, McCarty BMX, TC Thompkins LLC, Alberth Aviation, Energy Digital Summit, Brand Elixir and The MUA Project.

Services Provided:

- Visual Communications (Graphic Design/Pre-Press/Color/Packaging/Direct Mail)
- WordPress Design & Development (including server management)
- HTML/CSS (Mobile/Responsive)
- SEO (Search Engine Optimization)
- Email Marketing and Design (Aweber, MailChimp, InfusionSoft)
- Lead Generation (Marketing Automation)

- Video Production/Editing (Pre-Production, Production, Post-Production)
- Social Media Marketing
- Google Analytics/Webmaster Tools
- Google Adwords, Facebook Ads, Twitter Ads

Co-Founder/Creative Director at Marketing Houston Group, LLC

January 2012 - Present

Founder and co-partner of Marketing Houston Group, LLC. (MarketingHouston.com) We help companies in the Houston metropolitan area build and maintain their brands, on and offline.

Multimedia Specialist - InsurMark Inc.

March 2012 - May 2013 (1 year 3 months)

Design and develop WordPress content management systems for InsurMark and their top 20 financial advisors. Shoot and edit video content and create email marketing strategies and seminar campaigns. Build social media profiles and implement SEO strategies for advisors. Launch and monitor lead generating landing pages. Setup and manage dedicated server with multiple advisor domains.

Package/Web Designer - Drake Container Corp.

January 2001 - August 2005 (4 years 8 months)

Package designer and web developer for the leading corrugated packaging company in Houston, TX. Helped launch programs for clients such as Pennzoil, Wal-mart, Clorox, and Crayola. Used 3D/Photoshop renderings to cut costs of manufacturing corrugated mockups, and expedited client approval. Trained other employees and interns as needed. Built websites and flash presentations to support multi-million dollar accounts.

Web Designer - Comspace, Inc.

June 1999 - December 2000 (1 year 7 months)

Comspace was one of the largest website design companies in Texas at the time. I worked in a team environment as a Graphic/Web Designer. We created multiple websites and print material. I interacted with clients and programmers and met very strict deadlines. Maintained accounts such as the Houston Aeros, Chevron, Lyondell Citgo, WCSC Woodlands, and many more.

Graphic Design Intern - Patrick Advertising

October 1998 - May 1999 (8 months)

Worked on Houston Chronicle ads and helped the owner and art director with tasks as needed.

Education

Art Institute of Houston

Associate of Applied Science - Graphic Design & Visual Communications, 1997 - 1999

Bachelor of Fine Arts - Digital Film & Video Production, 2008 - 2011