



# Jake MacGillivray

CREATIVE DESIGNER & DIRECTOR

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Jake is a multi-talented creative director with over 20 years of experience in marketing and advertising. He has a strong background in art direction, brand strategy, and creative leadership, and has consistently delivered innovative and successful campaigns for a range of clients.

## skills & competencies

- ⌘ Creative Direction
- ⌘ Leadership
- ⌘ Creative Design
- ⌘ Communication
- ⌘ Concepting
- ⌘ Process
- ⌘ Web Design
- ⌘ Altruism
- ⌘ Producing
- ⌘ Intent
- ⌘ Video Editing
- ⌘ Equity
- ⌘ Motion Graphics
- ⌘ Authenticity
- ⌘ Copywriting
- ⌘ Respect
- ⌘ Audio Editing
- ⌘ Humor
- ⌘ Sound Design
- ⌘ Praise

## software

- ⌘ Adobe Creative Cloud  
Photoshop, Illustrator, After Effects, Premiere, Audition, Acrobat, Dreamweaver, InDesign, Lightroom, XD
- ⌘ Microsoft Office & Google Suite
- ⌘ Programming  
HTML, CSS, Javascript
- ⌘ Etc.  
Asana, DaVinci Resolve, Figma, Sketch, Slack, Vimeo, Wordpress, Workamajig, Zoom

## work history

### Unity Environmental University

April 2024 – Present

**E-Recruitment Content Specialist** for a private, non-profit college. Creates digital content materials for Distance Education programming.

### Rinck Advertising

June 2011 – November 2023

**Associate Creative Director** for a fast-paced full service advertising agency. Managed three full time designers and collaborated with several freelance and vendor partners.

### University of Southern Maine

July 2006 – March 2011

**Web & Print Designer** for an in-house marketing team at one of Maine's largest public universities.

### Wallingford's Inc.

November 2001 – July 2006

**Design & Marketing Director** for a worldwide leader in logging supplies. Designed and developed catalogs, websites, advertisements, logos and a trade show booth.

## education

### Maine College of Art

August 1997 – May 2001

Earned a **BFA in Graphic Design and New Media** from a recognized private, foundation-based arts college.