

Jon Galloway

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OBJECTIVE

Creative professional with 10 years of design, media, sales, budgeting , & contract negotiating experience seeking employment as marketing manager at Amarillo College to provide service using creative skills in the best possible way and meet/exceed the goals of the institution.

EDUCATION

West Texas A&M University
Bachelor of Arts in Public Relations, Advertising and Applied Communications

Canyon, Texas
December 2018 *anticipated*

Amarillo College
Associates in Mass Communication

Amarillo, Texas
December 2009

SKILLS

- Proven ability to deliver great work on time and on budget
- Strong ability to lead a team of art directors, video/photo producers, graphic designers and web developers
- Innovative thinker and creative/strategic thought leader with an eye for detail
- Knowledgeable in the industry, current events, trends and general advertising culture
- Provide strong creative direction and leadership for client presentations and new business pitches to sell ideas and work
- Strong portfolio that demonstrates execution of creative concept work
- 10 years experience in the creative and media production fields
- Proficient in Adobe Creative Suite

WORK HISTORY

Amarillo, Texas
January 2012-present

Creative Cannon
Owner/Creative Director

- Grew business from 0 to over 100 clients serviced including Affiliated Foods, Hastings Entertainment, Amarillo College, Amarillo Botanical Gardens, Amarillo Zoo, 1st National Bank of Albany/Breckenridge and the Catholic Diocese of the Texas Panhandle.
- Handle every aspect of business including video shoots, photography, audio recording, all post production, graphic design, front and back end web development, client acquisition, client relations, media buys, I.T. and creative strategy.
- Develop and implement creative campaigns for a variety of industries including automotive, health professionals, political campaigns, education, attorneys, religious organizations and non-profits.
- Created brand identity and advertising plans for 15 startups who are all still in business.
- First creative company in Amarillo to utilize the Red Giant After Effects plug-in for special effects work.
- Grew from a local company to doing work for clients in Midland, Abilene, Austin, Ft. Wayne, Indiana, and San Jose, Costa Rica within 5 years.

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Nexstar Media Group, Inc.

Account Executive

Amarillo, Texas
July 2011-January 2012

- Implement strategies to consistently grow revenue and exceed revenue goals.
- Make sales calls on existing and prospective clients.
- Maintain assigned accounts and develop new accounts.
- Prepare and deliver sales presentations to clients.
- Provide clients with information regarding rates for advertising placement in all media.
- Work with clients and station personnel to develop advertisements.

Nexstar Media Group, Inc.

Director/Graphics/Audio/Studio Camera

Amarillo, Texas
October 2008-July 2011

- Punch four news productions nightly under high pressure environment.
- Create graphics for news productions.
- Run audio board for news and promotions.
- Run two studio cameras at a time for news productions.

ACTIVITIES and HONORS

- West Texas A&M President's List 2010
- Silver ADDY Award 2017
- Marketing Chair for Amarillo Botanical Garden's Board of Directors