JAKE MACTAVISH

ART DIRECTOR

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Experience

Film Assistant | STRIKE Magazine

January 2026 – PRESENT Gainesville, FL

- Concepted and developed creative video direction for 100k+ social media account generating:
    - 8 Instagram Reels attracting 120,000+ total Instagram views
- Directed on-set video capture during photoshoots, guiding framing, pacing, and visual storytelling to ensure alignment with brand identity and campaign goals.
- Translated brand direction into cohesive visual concepts and edit structure, elevating consistency and strengthening Strike's overall creative output across digital platforms.

Art Director | Survivor Florida

April 2025 – May 2026 Gainesville, FL

- Led creative direction for digital marketing campaigns, overseeing concept to execution resulting in:
    - 145,000+ interactions
    - 23% engagement increase across platforms
- Developed and maintained the brand book, establishing visual/brand guidelines for consistency.
- Supervised the Head of Photography and Social Media Manager to maintain high quality content and uphold brand standards.

Art Director | Orange & Blue Film Festival

January 2025 – May 2025 Gainesville, FL

- Produced creative briefs for paid social ads, motion graphics, and branded video and photo shoots, aligning concepts with campaign goals and target audiences.
- Led concept development and execution for paid media campaigns, driving 70,000+ impressions across TV and social channels.
- Coordinated cross-functional teams to ensure consistent branding across social and digital channels.

Education

University of Florida | B.S. of Advertising

May 2027 Gainesville, FL

Skills & Certifications

- Creative Advertising (2027)
- Social Media Marketing (Instagram, TikTok, YouTube)
- Graphic Design (Adobe Creative Suite, Canva)
- Video Editing (Adobe Creative Suite, InShot)
- Project & Time Management