

## Brandon Lee Jackson

3819 Shoreside Dr. Kissimmee, FL 34746 Bobrandon@Yahoo.com 216-903-0316  
<http://www.linkedin.com/in/brandonleejackson> <http://www.jacksongraphicworks.com>

### EDUCATION

**Madison Christian Academy**

**Nashville, TN**

**Graduated with High School Diploma 2003**

### EXPERIENCE

**2015-Current MidCoast Customs - Sales & Marketing / Graphic Designer / Installer Orlando, FL**

- Design creation, layout and printing of large format print media such as signs, window graphics, and vehicle wraps
- Design creation, layout, cutting, weeding, taping and application of vinyl graphics for signs, automobiles, and other substrates using Adobe Photoshop, Adobe Illustrator, Corel Draw, Aries Media Sign Wizard, and Flexisign Pro vinyl cutting & printing software
- Managed shop including supply and media inventory
- Developed and Managed Social Media Platforms (Youtube, Facebook, Twitter, Instagram, Etc)
- Developed and managed company website

**Supervisor: Jerel Folts (407) 312-5698**

**1932 Brengle Ave. Orlando, FL 32808**

**2013-2014 Duncan Toys Co. - Regional Sales Manager**

**Lake Buena Vista, FL**

- **Brand Store/Kiosk Sales Initiative**

- Developed company owned and operated retail kiosk business positioned at the Disneyland and Walt Disney World Resorts to maximize sales and marketing opportunities through a corporate alliance partnership with the Walt Disney Company
- Developed inventory warehousing logistics and replenishment procedures
- Designed employee uniform and dress code standards
- Continuously developed reciprocal relationships and actively pursued sales and marketing opportunities in the Southeast Region
- Managed team of sales associates and product demonstrators including training and scheduling ensuring proper placement during business hours
- Maintained proper inventory control by analyzing physical count vs. desired count
- Processed weekly employee payroll reports
- Balanced all cash transactions for end of day business totals and running end of day business reports for upper management

- **Product Development**

- Worked with product development team to develop current and future products to feature Disney licensed properties and characters
- Brainstormed and developed innovative product concepts
- Performed review of pre-production prototypes to ensure they are to specification and provide detailed feedback to engineering team and factory

- **Event Participation and On-site Demonstrations**

- Managed all scheduling and planning of on-site performances and brand promotions at retail and resort locations
- Managed negotiation and execution of event sponsorships and on-site activations

○ **Supervisor: Mike Burke (440) 487-1345**

**15981 Valplast St. Middlefield, OH 44062**

**2009-2013 Duncan Toys Co. - National Sales & Marketing Coordinator**

**Middlefield, OH**

- **Sales**

- Key account visits with Sales Manager
- Creation of PowerPoint presentations and proposals
- Sales Rep follow-up communications

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- Buyer follow-up communications
- Manage e-commerce sales
- **Marketing**
  - Development of future marketing initiatives and promotions
  - Strategic planning of seasonal promotions, new product development, special products, and potential partnerships
  - Provided art direction to graphics team for all creative including product catalog, direct mail pieces, advertisements, product packaging, sell sheets, etc
  - Coordinated advertising for trade and consumer publications
  - Domestic and International tradeshow planning
  - Negotiation and execution of event sponsorships and on-site participation
    - **Outside Communications**
      - Creation and distribution of all press releases
      - Development of all graphic and copy for monthly email newsletter
      - Consumer communication regarding the Duncan brand, products, and more
    - **Brand Website and Social Media Management**
      - Update brand website and blog with product news, photos, videos, team announcements, and more
      - Website and social media marketing strategy creation, implementation, and execution
      - Manage social media platforms including Facebook, Twitter, YouTube, and Instagram
      - Monitor and Moderate consumer interaction and comments
    - **Duncan Crew Worldwide Management**
      - Manage team of 65 professional demonstrators located in 10 countries
      - Coordination of all sponsorship and product shipments
      - Monitor online/social activity of team to ensure proper/professional brand representation
      - Information management of each crew member
    - **Product Development**
      - Work with product development team to update/develop current and future products
      - Develop product names, themes, and art direction
      - Review and inspection of prototypes and samples to ensure they are to specifications
      - Provide detailed feedback of prototypes to engineering team and factory
      - Licensed Products - Coordinate development of new products and promotions based on licensed properties owned by Disney, Marvel, Sanrio, DC Comics, and Universal Studios

**Supervisor: Mike Burke (440) 487-1345**

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### **2006-2009      OAO Technology Solutions (Nissan North America) - *Print and Tape Operator*      Smyrna, TN**

- Responsible for the printing, and delivery of confidential time sensitive documents required by production control, inventory control, and engineering departments
- Configured equipment by selecting appropriate job settings at workstation, based on job specification
- Maintained high standard of quality by evaluating and monitoring output according to specifications and/or customer expectations
- Manage IBM LTO Tape Data Backup Library
- Performed file restores for end users using Remedy IT Service Management and IBM Tivoli Storage Manager software

**Supervisor: Chris Webster (615) 355-2700**

**983 Nissan Drive Smyrna, TN 37167**

### **2004-2006      C&C Shirtworks - *Graphic Designer and Store Clerk*      Goodlettsville, TN**

- Completed customer orders and accepted payments
- Maintained proper inventory control by analyzing physical count vs. desired count

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- Performed the design, cutting, and application of vinyl graphics for signs, automobiles, and other substrates using Adobe Photoshop, Adobe Illustrator, Aries Media Sign Wizard, and Flexisign Pro vinyl cutting & printing software
- Received numerous raises, and bonuses as rewards for job performance, maintaining store profit and completing store goals

**Owner: Tim Cooley (615) 308-2926**

**1000 Rivergate Pkwy. Goodlettsville, TN 37072**

### **2003-2007 Regal Entertainment Group - Assistant Manager Nashville, TN**

- Managed team of up to 50 employees, including scheduling of team members and ensuring proper placement of staff during business hours
- Maintained proper inventory control by analyzing physical count vs. desired count.
- Assisted in ordering of materials allowing the business to run efficiently and on schedule
- Balanced all cash transactions for end of day business totals and running end of day business reports for upper management
- Processed weekly payroll using Kronos Workforce Timekeeper
- Performed training of newly hired employees, and management
- Maintained crowd control
- Completed the "B.C.P. Booth Certification Program" for mastery of skills to properly use projection, and sound equipment for the highest quality of motion picture presentation
- Received recognition of employee of the month for doing my job well, and was later promoted to management
- Responsible for numerous 100% scores from secret shopper/blind checker visits ensuring proper management, and operation of business, to make sure location was operating to corporate standards

**General Manager: Mark Chapman (615) 232-5014**

**570 Opry Mills Dr Nashville, TN 37214**

### **ADDITIONAL SKILLS**

- Proficient skills in Microsoft Office (Microsoft Word, Microsoft Excel, Microsoft PowerPoint), and Graphic Design using the Adobe Creative Suite ( Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro ), Corel Draw, Flexisign Pro, Aries Media Sign Wizard
- Social Media Management (Facebook, Instagram, Twitter, Youtube, Snapchat, and LinkedIn)
- DSLR Photography and Video Production
- Wordpress Blog Creation and content management
- Woocommerce Ecommerce platform creation and management