



# CODY HARRISON

Creative Director | Cinematographer | Brand Strategist



Adobe Premiere | After Effects | Photoshop | Illustrator | Audition | Logic Pro X | Wordpress | Trello | Office

303.912.4799 | codylh83@gmail.com

BA Communications | BYU-Idaho 2009

A results-oriented marketing professional skilled in crafting innovative social media and content marketing strategies to drive brand awareness and engagement. Proven ability to develop compelling content, execute impactful campaigns, and cultivate a strong brand voice across multiple platforms. Adept at leveraging data analytics to optimize performance and achieve measurable results.

## CAMPAIGN COMMENTS & REVIEWS

"This is premium advertising 🔥" "This is so good"

"The algorithm has finally found me the proper ad!" "Awesome!"

"...BRILLIANT way to make me convert. I'm interested..."

"wow this is great! So Creative" "10/10 marketing"

"This is awesome" "Epic!!!" "Hate ads, but this was very good!"

"when Consensus makes better songs than drake 😊"

"finally good ads 😂" "I LOVE THIS!!!!!"

## Intercap Lending

Creative Director | 2020 - Present

Media Production Manager | 2018 - 2020

- Overseeing team of creatives to successfully generate tens of thousands of campaign views, thousands of leads, and increased demand: **Average 3X Return on Ad Spend**
- Orchestrating complete commercial production and campaign lifecycle for dozens of campaigns:
  - From concept to completion for dozens of video, print, and digital campaigns

## Academy Mortgage

Content Marketing specialist | 2017 - 2018

- Overhauled regional marketing strategy to include engaging video campaigns
- Drove regional social media engagement with video, print, and digital advertising

## Consensus

Director of Visual Media | 2016 - 2017

- Achieved 20x increase in Youtube traffic by developing and executing creative strategy
- Created extensive library of landing pages, sales collateral, case studies, ebooks, infographics
- Increased website page conversion 6X with informative & engaging video content

Producer/Motion Graphic Artist | 2015 - 2016

- Cut production time 28% by implementing templates and work flow strategies
- Led team of 26 contractors in producing quality content (animators, script writers, video producers)
- Produced over 60 motion graphic explainer videos and templates for clients