



SIDNEY REED

CREATIVE DIRECTOR / DIRECTOR OF MARKETING

CONTACT



Phone
720 - 207 - 3068



Email
hellosidneyreed@gmail.com



Website
www.sidneyreed.work



Location
Denver, CO USA

EDUCATION

Bachelor of Fine Arts

Savannah College of Art & Design
Film Production (2006 - 2010)

Master of Fine Arts

Savannah College of Art & Design
Film Production (2012 - 2015)

EXPERTISE

- Public Relations & Press Releases
- Social Media & Digital Ads
- Film & Animation Production
- Tradeshows & Live Events
- Newsletter Campaigns
- Branding Packages
- Still & Motion Graphics
- SEO & Website Design

PROFILE

I have 15+ years experience in creative directing and marketing with a focus in technology and aerospace. My background is in filmmaking and my belief is that every company has a story to tell — I'm the one they hire to help tell that story. It's a deep passion of mine to find the reason why companies do what they do, and to turn that into a creative project, marketing campaign, or brand message. I'm looking to exit positively from my current company before they split/are acquired in June of this year.

EXPERIENCE

Director of Marketing

Vita Inclinata Technologies | 2021 - 2022

Built campaigns and branding awareness for a product that had no prior existing audience/customer. Introduced and developed all aspects of marketing to grow the company from a \$50 million to \$750 million evaluation in under one year, selling our first 6-figure products in Q4 2021. Domestic and international marketing campaigns, projects, and content creation, with experience in government contracts, international distribution, and domestic reseller partnerships. Reported to the EVP of Commercial, stakeholders, and the CEO, and led in-house and remote teams.

- social media management
- digital ads + Pixel tracking
- newsletter campaigns
- crisis management plan
- public relations
- press releases & articles
- SEO & traffic analytics
- Wordpress website design
- branding & voice guidelines
- team management
- full film/animation production (write, produce, storyboard, film, edit, publish)
- livestreaming content
- tradeshows & booth design
- still & motion graphics
- domestic & international media coverage / ads
- domestic & international distribution partner packages

Digital Ads Director & Editor

KAB Agency | 2020 - 2022

Reported to the Dir. of Marketing to pitch, write, edit, and publish digital ads for all social media platforms. Our notable clients include Buckley Fence, Jordan Peterson, and MetFlex Life Keto. Currently assisting Buckley Fence reach international audiences in Europe. Most campaigns saw 5x increases in profit and sales leads over the course of a 6-month run.

SOFTWARE

- Adobe Creative Cloud Suite
- Microsoft Office 365 Suite
- Asana and Monday
- Mailchimp and Constant Contact
- Hootsuite
- Hubspot
- Wordpress
- Quickbooks

AWARDS

Marcom Awards

Vita Inclinata - Video Production
2021 Gold Award

Emmy Submission

CEAVCO Audio Visual - Corporate
2020 Honorable Mention

OTHER NOTES

Security Clearance Qualified
For government/military

International Travel
Updated passport, no restrictions

Fully Vaccinated & Boosted
For travel and tradeshow admittance

Transportation License
Class R + private pilot's (in progress)

FUN FACTS

I do fencing with actual swords
Denver Historical Fencing Academy

I'm still learning to speak Japanese
It's a level 5 hard language for a reason

I'm a huge gamer...
(...anyone got a PS5 they can sell me?)

EXPERIENCE (CONTINUED)

Creative Director

CEAVCO Audio Visual I 2016 - 2020

Led the creative department and supervised interns, freelancers, contractors, and supported the live-events AV teams. Juggled multiple clients simultaneously both internationally and domestically, with a significant percentage being Fortune 500 companies. Notable clients include DirecTV, CenturyLink, Disney, Spectrum, Visa, and USAF. Internally, supported marketing and updated branding across the entire company. Met with company VPs, CEOs, stakeholders, and CMOs to develop customized content/branding packages with heavy emphasis on motion graphics, digital signage and advertising, social media, tradeshow/conference full concept design, and video production. Internally increased department profits by 50% within the first year.

Lead Videographer and Content Creator

Microsoft Bing Maps / Uber I 2015-2016

Headhunted by Microsoft after graduate school to start a creative department from scratch at their Bing Maps division office. Reported to and worked directly alongside the Dir. of Marketing to meet with key department heads and executives to create internal and external marketing materials and creative content. Researched, interviewed, and proposed creative solutions to present high-level information to executive teams at the Redmond headquarters. Developed and created public commercials and content for Bing Maps (Microsoft Youtube channel, tv ad spots, magazine publications like Forbes and Techcrunch, etc). Collaborated with domestic and international teams in China, Western Europe, and Canada. Microsoft's Bing Maps division was acquired by Uber in Q2 2016. Same work continued until Uber let go all remaining Microsoft employees in Q4.

Professor of Film Production

University of Colorado - Denver I 2015-present

Adjunct position with seasonal teaching as available. Instructs student in Production 101, Advanced Editing, Shooting Action, Corporate Marketing Content, and Intro to Film. Invited to guest lecture at the Savannah College of Art & Design as well as the Colorado Film School.

REFERENCES

Eric Newkirk

VP of Creative / CEAVCO AV

Phone: 303-902-2663

Mail: ericnewkirk@ceavco.com

Jason Barrons

Product Design Lead / Devolve

Phone: 347-510-8572

Mail: devolve@gmail.com

And happy to provide more as needed, as well as additional portfolio items!