

JON BAKER

DIRECTOR OF MARKETING, CONTENT & BRAND MANAGEMENT

PROFESSIONAL SUMMARY

Results-driven marketing leader with 20+ years of experience in video production, brand strategy, and AI-augmented creative workflows. Proven ability to increase sales with +185% in e-commerce for Explore Scientific, generate leads, and optimize campaigns through video-first content strategies and cross-platform digital marketing. Skilled in leading teams, managing budgets, and delivering measurable growth while reducing costs via AI automation.

CORE COMPETENCIES

- **AI-Augmented Workflows:** AI-driven editing, transcription, generative visuals, automation.
- **Brand & Content Strategy:** Multi-channel campaigns, analytics, A/B testing, lead generation.
- **Social & Digital Marketing:** Paid media, campaign optimization, ROAS tracking.
- **Design & Visuals:** Adobe Creative Suite, product photography, motion graphics, brand identity.
- **Leadership & Ops:** Team management, vendor relations, strategic planning, budget control.
- **Video & Content Production:** Full-cycle production, drone footage, time-lapse, scripting, editing.

TECHNICAL PROFICIENCIES

- **Editing & Production Software:** Adobe Premiere Pro, After Effects, Audition.
- **Design & Imaging Tools:** Photoshop, Illustrator, InDesign, Adobe Substance 3D.
- **AI & Automation Tools:** Generative AI platforms (Adobe, Google Flow, Kling), Photoshop Generative Fill, Premiere AI transcription, AI color grading, automated motion-graphic templates.
- **Marketing Platforms & Analytics:** Facebook Analytics, Facebook/Instagram Ads Manager, Shopify, WordPress, email marketing platforms.

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING, CONTENT & BRAND MANAGEMENT

THE OUTSET GROUP - JACKSONVILLE, FL | JUNE 2024 - PRESENT

- Led content and video-first strategy for 3 brands, producing 20 to 60 assets monthly.
- Managed \$4K to 5K monthly ad spend; achieved campaign ROAS up to 3.2x.
- Increased leads +47% and impressions +104% through AI-optimized strategies.
- Implemented AI workflows cutting production timelines 35% to 40% and costs 35%.
- Directed website redesign boosting conversions +28%.

OWNER & CREATIVE DIRECTOR

JON BAKER PRODUCTIONS (FREELANCE) - JACKSONVILLE, FL | JANUARY 2014 - PRESENT

- Operate full-service studio providing graphic design, motion graphics, and video production for regional clients.
- Produced original content and web series generating nearly 180,000 combined YouTube views with local press coverage.
- Manage all production phases: concept, scripting, multi-camera shoots, drone cinematography, editing, color grading, motion graphics.
- Coordinate freelance crews and vendors delivering content optimized for social, web, and broadcast.

ASSOCIATE ART DIRECTOR

BEAVER STREET FISHERIES - JACKSONVILLE, FL | MARCH 2022 - DECEMBER 2022

- Produced packaging, sales, and social media assets aligned to brand guidelines.
- Supported multi-channel campaigns from concept to final execution.

INFO

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📍 Jacksonville, FL

DEMO REEL VIDEO

<https://youtu.be/00ChOw0ZLEg?si=lnNh06Of0fCsO7ca>



PORTFOLIO PDF

<https://www.jbakersyp.com/wp-content/uploads/2025/10/JonBaker-2025-Portfolio.pdf>



SENIOR ART DIRECTOR

WACHTER INC. - LOWELL, AR | APRIL 2019 - MARCH 2022

- Developed annual content strategy producing 150+ multimedia assets including technical videos, animations, and digital campaigns.
- Managed full-cycle video production: scripting, directing talent, camera operation, and editing for multi-day shoots with crews up to 15.
- Designed booth experiences and collateral for 4 to 6 national trade shows annually.

CREATIVE DIRECTOR & PRODUCER

EXPLORE SCIENTIFIC - SPRINGDALE, AR | APRIL 2014 - FEBRUARY 2019

- Spearheaded digital transformation across three brands (Explore Scientific, Bresser, Explore One), migrating eCommerce to Shopify and leading product photography driving 185% sales growth and 220% traffic increase.
- Built in-house video production; scripted, directed, and produced all commercial, promo, and social content, including "Star Chasers" and QVC segments that generated \$1.2M in direct sales during the 2017 eclipse campaign.
- Developed brand guidelines and social media strategy, creating SOPs and content pipelines for consistent engagement and customer trust.
- Partnered with NASA's Jet Propulsion Laboratory (JPL), National Geographic, and Discovery Channel to produce high-profile video content that elevated brand credibility.
- Hired and managed a design team to support growth, delegating daily operations to focus on strategic content initiatives.

ART DIRECTOR & MANAGER

WALMART CORPORATE - BENTONVILLE, AR | JULY 2011 - APRIL 2014

- Managed 8-person design team with structured workflows improving efficiency and accountability.
- Executed marketing materials for nationwide rollouts (4,000+ locations) and high-visibility corporate campaigns.
- Created materials for C-suite presentations and shareholder meeting.

ART DIRECTOR

MARKETING DRIVE - BENTONVILLE, AR | JANUARY 2009 - JULY 2011

- Led shopper marketing campaigns for Fortune 500 clients (Walmart, P&G, Kellogg's, Mars).
- Delivered 50+ integrated projects, including in-store displays and POP.

PRODUCT DEVELOPMENT DIRECTOR

OUTDOOR CAP COMPANY - BENTONVILLE, AR | JANUARY 2003 - JANUARY 2009

- Directed design of 500+ SKUs annually for Walmart and specialty retail.
- Managed MLB, NASCAR, and outdoor brand partnerships; oversaw Asian manufacturing.

EDUCATION

Associate of Arts in Graphic Design, Oklahoma State University Institute of Technology - Okmulgee, OK