

JASON A. WINDSOR

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EXPERIENCE

November 2009 – Present

North Carolina Entrepreneurship Center, UNCG, Greensboro, NC

Online Marketing Consultant, Print and Web Designer

- Designing numerous print and web advertising assets for the Center and its clients, from strategy and copywriting to production
- Strategizing and implement marketing campaigns, and design web and print materials for conferences, programs, and other University events

September 2008 – Present

Gefen Video Productions, High Point, NC

Web and Print Designer, SEO and Social Media Marketing Associate

- Designing web projects for in-house and client sites
- Editing and cataloguing in-house and press photography from furniture manufacturers for editorial use
- Creating and coordinating delivery of biweekly email newsletters
- Implementing and managing social media marketing initiatives for Gefen and its clients
- Assisting with commercial video projects, including contributing to strategy, production, editing, and web promotion

November 2004 – September 2008

Notion Music, Inc., Greensboro, NC

Web Marketing Communications Manager/P.R. Coordinator/Sound Engineer

- Wrote, proofread, and edited positioning and messaging statements for new and existing software products
- Created and implemented national marketing strategies for software products
- Created and distributed worldwide customer communication through email newsletters, blogs, social media, and online forums
- Contributed to strategy, design, and copywriting of national print ads for periodicals like *TIME*, *Newsweek*, and *AARP Magazine*

September 1998 – Present

Jason Windsor Creative, Greensboro, NC

Freelance Musician/Graphic Designer (Print and Web)/Marketing Consultant

- Playing various professional session and live music concerts, sharing the stage with musicians such as Ricky Skaggs and Wynton Marsalis
- Web, video, and print marketing strategy and implementation for various local businesses and non-profits
- Small business marketing, advertising, and online media consultation for clients such as Core Integrity Pilates, Delicious Bakery, and NC Furniture Advisor

EDUCATION

August 1996 - May 1998, January 2008 - Present

Bryan School of Business and Economics, UNC-Greensboro, Greensboro, NC

Pursuing a degree in Business Studies, with a concentration on Multimedia Marketing and a minor in Economics

Graduation Date: August 2011

SKILLS

Mac OSX; MS Windows, MS Office; Apple Aperture; HTML/CSS; Adobe Lightroom, Photoshop CS5, InDesign CS5, Premiere CS5, After Effects CS5, Audition 3, Dreamweaver CS5, Final Cut Studio 2, Apple Logic Studio, Digidesign ProTools. Fluent in French.

INTERESTS

Music composition, performance, and production; photography; essay writing; literature; graphic design; filmmaking and video production