

FORT COLLINS, COLORADO  
JAY@JHIRSCHFELD.COM  
JHIRSCHFELD.COM



**JAY**  
**HIRSCHFELD**  
CREATIVE DIRECTOR

## SUMMARY

Energetic self-starter with background in marketing & sales, entrepreneurship, project management, design, strategy, and media production. Experience leading large groups and delivering success on complex projects from concept to execution.

## EDUCATION

2005-09	University of Miami <i>BSC, Motion Pictures &amp; Fine Art</i>
2002-05	New Trier High School
2001-02	Millburn High School

## EXPERIENCE

### 2020- Rocky Mountain Innovation & Tech Lab

*Creative Director*

Managed all aspects of client accounts, providing project management and full-service digital marketing including branding, media production, marketing, and tech consulting to municipalities, SMBs, and corporations.

### 2019- Yampa Valley Ice Cream Co.

*Founder, President*

Developed line of craft, locally-inspired ice cream sold wholesale, retail, and at farmers markets. Raised capital, launched, and developed SOPs for kiosk in downtown Steamboat Springs, CO, now generating over \$100k in B2C sales each summer. Responsible for management, branding, PR, product development, marketing, and sales.

### 2017-21 41North

*Founder, CEO/President*

Designed, financed, operated 4k sq. ft aquaponic greenhouse in Hayden, Colorado. Generated six-figure B2B revenue within 12 months of launch selling produce to top-rated restaurants and restaurant groups in the area. Launched online delivery CSA program, and hosted farm-to-table dinners and competitions with local top chefs.

### 2012-17 Art + Design Lab

*Creative Director*

Drove revenue over six figures. Responsible for client relationship management, marketing, media production, website development, design, brand identity, and all other aspects of digital marketing for small & medium-sized businesses and major enterprises, including over 25 B2B clients from retail stores to healthcare corporations.

### 2012-13 Nohble

*Marketing Director*

Created in-house studio for all photography needs. Designed all marketing, including website & social media. Advised equipment purchases including modern, multi-store POS system and surveillance system. Facilitated painting of sidewall by world-renowned street artists.

### 2010-12 Virsocom

*VP of Media Production*

Consulted on media production technology and equipment purchases. Responsible for all photography, including studio/retouching duties for product, fashion, and real estate projects. Managed design team for branding, digital, and print. Interacted personally with clients to develop professional marketing material.

### 2009-12 Cineflock

*Creative Director*

Engaged with clients to deliver photography, graphic/web design and development, branding and marketing consultation services. Created extreme-resolution, HDR photography techniques with work presented at science conferences and exhibited in galleries, museums, and photography competitions nationwide.

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## SKILLS

Branding • Project Management • Business Development • Direct Sales • Content Strategy  
Business Planning & Pitch Development • Logo Design • Graphic & Web Design  
Cinematography • Photography • Copywriting • Social Media Optimization (SMO)  
Search Engine Optimization (SEO) • Web Development • eCommerce & CMS • HTML/CSS/Javascript  
Google/Office365 Administration • Adobe Creative Suite  
Microsoft Office • 360° & Aerial Photography • Photo Editing & Retouching  
Video Editing & Compositing • Audio Mastering & Music Production • Fashion Design  
Textile Design & Production • Sourcing • Real Estate Development

## VOLUNTEER ORGANIZATIONS

### 2017-22 Hayden Economic Development Commission

*Commissioner*

Provided input and consulted on local business retention & expansion, including several town rebranding efforts. Assisted with transition of former high school into community center offering fitness, fine art, music, technology, and business programming. Worked directly with Town Manager to consult on economic growth and prosperity.

## SELECTED PRESS

### ○ 2022 Steamboat Pilot & Today

*Yampa Valley Ice Cream adds new treat to its menu, hopes to expand business into fall, winter*

### ○ 2021 Colorado Sun

*Here comes Hayden: One of Colorado's last down-valley ski towns to pop is having its moment*

### ○ 2018 Steamboat Pilot & Today

*New solar aquaponic farm growing in Hayden*

### ○ 2014 Complex.com

*Jay Hirschfeld Shares the Story Behind His Amazing 5 Pointz Panoramic Photograph*

### ○ 2011 Business Miami Magazine

*Feature: Where Great Ideas Come From*

## AWARDS

*Finalist, Greater Colorado Venture Fund Business Pitch Competition*  
*Recipient, Town of Hayden Business Expansion Grant*  
*Grand Prize Winner, University of Miami Graduate Business Plan Competition*  
*Omicron Delta Kappa National Leadership Society*  
*Gamma Sigma Alpha National Honor Society*  
*National Broadcasting Society Student Video Comedy Winner & Finalist (Multiple)*  
*Jury Award – Director of Photography, UMiami Canes Film Festival*  
*Best Documentary – Composer, UMiami Canes Film Festival*  
*Best Comedy Sketch – UMTV, UMiami School of Communications*  
*Best Cinematography – Miami 12-Hour Film Race*  
*Director's Big Band Award – New Trier High School*  
*Millburn, NJ Board of Education Recognition Award*