

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
BSC, Motion Pictures & Fine Art

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.

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



JAY
HIRSCHFELD
CREATIVE DIRECTOR

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