



JAKE WHEATLEY | CREATIVE CONTENT STRATEGIST

PROFESSIONAL EXPERIENCE

CROSSROADS OF AMERICA COUNCIL, BSA | *Summer '23 - Winter '25*

CREATIVE CONTENT STRATEGIST - At Crossroads of America Council, I was responsible for development, preparation, and execution of marketing and design strategies and tactics to clearly and consistently tell the story of Scouting to members, leaders, donors, supporters, and the general public. Major projects accomplishing these goals included production of mission-impact videos featuring unique Scouting stories, capturing and editing photography/videography of events, and creating sales documents to support grant requests, sponsorship proposals, and gift asks.

I was also responsible for maintaining our visual brand identity. With many smaller events and meetings happening throughout our service area, I supported staff with versatile documents that could be adapted dependent on what Scouting program or geographic area was being featured and by building out a creative library resource for staff to utilize in creating their own marketing pieces.

MIBOR REALTOR ASSOCIATION | *Spring '19 - Summer '23*

CREATIVE LEAD & COMMUNICATIONS LIAISON - At MIBOR, I learned what it meant to wear a lot of creative hats. Starting as my team's only Graphic Designer, I was given leadership responsibilities and promoted to Creative Lead as our team grew to include additional creatives, and then again to Creative Lead & Communications Liaison to take on more membership facing responsibilities. Over the years, my creative responsibilities included guiding visual marketing development, establishing consistent brand identity, photographing events, managing social media accounts, producing member engagement videos, and maintaining website content.

Communications Liaison responsibilities required cultivating leaders in the MIBOR membership through engagement with the association and acting as the bridge of communication between MIBOR's staff and the members it served. Throughout the course of each month, I was attending 5-10 meetings with different geographic groups of MIBOR's membership to deliver news from the association and develop professional relationships with new rising leaders in the industry.

GANNETT CO. | *Fall '18 - Spring '19*

GRAPHIC DESIGNER - At Gannett, I was responsible for creating marketing materials for newsprint ad design, editing photography, and developing layout designs supplied by clients. All tasks were tracked for timeliness, amount of edits needed, and client satisfaction. In monthly reviews with our team lead, I received metric reports on my work and was consistently meeting or exceeding average production timelines with minimal edit requests from clients.

COMMUNITY ENGAGEMENT

NORTH MASS BOULDER

I've supported the Indianapolis bouldering community at the North Mass Boulder climbing gym by volunteering to capture photos during events and competitions.

BROAD RIPPLE VILLAGE ASSOCIATION

I captured video during the annual Lights Up Festival & Parade that was utilized in post-marketing of the event and in advertising for the following year.

CONTACT

WEBSITE | TheZealPeel.com/JakeWheatley

EMAIL | Wheat.Beans@Gmail.com

PHONE | 317-565-9221

EDUCATION

BoS w/ FOCUSES IN GRAPHIC DESIGN & INTERACTIVE MEDIA

University of Southern Indiana (USI) | '14 - '18

LEADERSHIP EXPERIENCE

NEXTGEN LEADERSHIP COMMITTEE | '20 - '23

Led committee of 15 MIBOR members in planning events designed to connect real estate professionals new to the industry with resources that guide them to success in their career. Tasks included event coordination/logistics, pre/post-event marketing, writing marketing content, designing marketing collateral, photographing events, and leading planning sessions with committee.

REAL ESTATE ACADEMY OF LEADERSHIP | '22 - '23

Participated in 12 month program designed to hone leadership skills of real estate professionals through industry-education and professional growth sessions. Industry sessions covered how real estate impacts economic/community development, technology trends, and local/national governance. Professional growth sessions covered effective public speaking, increasing diversity through discussing implicit bias, and how to work successfully as a team through leveraging different personality types.

SKILLS

Adobe Creative Suite: InDesign, Illustrator, Photoshop, LightRoom, Premiere, Audition, After Effects, Typography, Photography, Videography, Branding, Project Management, Leadership, Time Management, Organization, Communication, HTML, CSS, JQuery, Javascript, Content Writing, Microsoft Office Suite, Social Media Management