

Jacob Cooper
Los Angeles, California
(323) 356-1772

me@jacobsafari.com
jacobsafari.com
linkedin.com/in/jacobcooper

A disruptive creative director and former owner of boutique creative agency, **Ride Or Cry**, who brings over two decades of expertise in the realms of advertising, marketing, music, and entertainment. Known for successfully managing and producing impactful campaigns, exclusive events, and digital activations, with a hyper-focus in unconventional experiential and digital work. I provide captivating visual experiences and tell stories for some of the world's biggest artists and brands by leveraging my expertise from design and production to digital marketing and web development.

Education	2004-2006 Pima Community College AAS, Business	2006-2008 University of Arizona Bachelor of Arts, Communication
Experience	Web Director 88rising Freelance 2019 - Present	Demonstrate proficiency in both front-end and back-end development, creating responsive and integrated web applications, landing pages, and e-commerce sites for campaigns and artists such as 88nightmarket, Head in the Clouds Music Festival, Joji, Jackson Wang, NIKI, Rich Brian, and more.
	Director of Agency Operations 5B Artists+Media Full-Time 08/2023 - 11/2023	Developed comprehensive framework for an external full-service creative agency called Pink Motel that also catered to an internal roster of over 20 bands including Slipknot, 311, Flogging Molly, Megadeth, Lamb of God, and Sleeping with Sirens; inclusive of agency process, pricing structure, digital strategy, and profitability models.
	Marketing Director Restless Nites Freelance 10/2022 - 11/2023	Managed and grew social media profiles and scheduled posts, increasing followers and engagement by 40%. Launched and monitored paid social media advertising campaigns and executed targeted email campaigns, resulting in an increase in CTRs and lead conversions. Guided all marketing efforts for Substance Festival 2022 and 2023 owning branding, social strategy, content creation, festival and ticket promotion, influencer outreach, out-of-home creative, and digital ads.
	Owner & Creative Director Ride or Cry Full-Time 03/2017 - 10/2023	Led and inspired a high-performing creative team, fostering a culture of innovation and collaboration that managed to reach millions of fans and followers across all social platforms on a regular basis to create viral and vibrant content. Produced projects from experiential activations to digital campaigns inclusive of websites and supported music videos for artists and brands like Usher, Pharrell Williams, Slipknot, Nicki Minaj, Soundgarden, Korn, Shania Twain, Amazon, Paramount, Vice, Netflix, and Universal Music.
	Digital & Creative Consultant Freelance 2008 - Present	Work closely with teams to understand their creative and digital needs, evaluating existing capabilities, and recommending solutions that drive the completion of end-to-end projects involving digital marketing, experiential activation, web development, merchandising, graphic design, and more. Clients include Voss Events, 88rising, Restless Nites, IHEARTCOMIX, and Angel Olsen.
Skills	Account management, website design, web development, typography, graphic design, video production, video editing, experiential production, digital strategy/marketing, social media, tour marketing, paid media strategy	
Technical	JavaScript, HTML/CSS, PHP, Bootstrap, Liquid, Cloudflare, AWS, Git, Google Analytics	
Software	Photoshop, Illustrator, Premiere, After Effects, Figma, Microsoft Office, Ableton Pro	
Platform	Webflow, Wordpress, Shopify, Mailchimp, Klaviyo, ClickUp, Trello, Asana, Google Workspace, Meta Business Suite, Google AdSense, Slack, Hootsuite, Sprout Social	