

JOSEPH SHIMMY BOYLE

220 WEST 5TH ST. #705 LOS ANGELES, CA 90013

WWW.SHIMMYBOYLE.COM

(510) 910 1159

EMAILSHIMMY@GMAIL.COM

OBJECTIVE

To create best-in-class digital content for a notable brand or agency.

SUMMARY

Video Production: Directing, Shooting, Editing – Photography – Photo Retouching – Digital Content Creation – Copywriting/Editing – Motion Graphics – Brand Communications – Branding – Creative Direction –

EXPERIENCE

Chobani

Creative Lead, Brand Communications

AUG '14 – PRESENT

- Video content production for consumer-facing promotional initiatives, events, and social media platforms, from start to finish: concept development, directing, shooting, editing, motion graphics, and color correction.
- Led photography on product and recipe photo shoots: art direction, shooting, photo-editing and color correction in post-production.
- Responsible for copywriting, including development of brand voice, packaging copy, brand world creation, web and print ads, email outreach, and social media.
- Worked with Brand Communications team to concept and execute original brand activations and partnerships for new product launches and cultural events like Sundance Film Festival, SXSW, and Aspen Food & Wine Festival.

Copia Interactive, New York, NY

Senior Content Strategist/Lead Copywriter

JULY '11 – AUG '14

- Conceived a total re-brand for the company's consumer site. Art directed all aspects of the re-brand from concept through copywriting,

- photography, typography, and graphic design.
- Acted as de-facto Director of Marketing upon departure of VP of Marketing.
- Led the content team on the creation of all copywriting materials. Monitored and edited all content created, staying true to brand voice.
- Designed marketing campaigns and promotions across all channels.
- Restructured and streamlined promotional email outreach efforts, re-designing the look of the emails and establishing a universal design, resulting in increased efficiency and higher email open rates.

Sonic Panther, New York, NY (acquired by Google)

Brand Consultant

JAN '12 – DEC '12

- Consulted on branding for the company from its infancy, advising on logo design, customer engagement, social media presence, and creation of novelty merchandise.
- Conceived and implemented a promotional silent disco in which the songs were crowd-sourced via a smart-phone-based reddit-style upvote/downvote system.

Velocity, Oakland, CA

Copywriter / Content Producer

OCT '09 – JULY '11

- Utilized web development skills to build custom websites for clients.
- Generated SEO copywriting in order to drive traffic to client websites.

TECH KNOWLEDGE

Adobe CC 2015: Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, SpeedGrade; Dragonframe; Cinema 4D, XHTML and CSS3; MailChimp; Constant Contact; Wordpress; Microsoft Office suite; Boris Continuum Complete; Mad Mapper; Resolume Arena;

EDUCATION

BA, Modern Literature, University of California, 2006.