

JOSEPH SHIMMY BOYLE

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

WWW.SHIMMYBOYLE.COM

(510) 910 1159

EMAILSHIMMY@GMAIL.COM

SUMMARY

Creative Director with proven skills in film production, video editing, motion graphics, photography. 9+ years experience in creative roles with a deep digital focus. Expert knowledge of enabling technology platforms.

AREAS OF EXPERTISE

Video Production: Directing, Producing, Shooting, Editing – Photography – Content Creation – Motion Graphics – Creative Direction

EXPERIENCE

Safety Third Productions, New York, NY / Los Angeles, CA

Creative Director

JAN '14 – PRESENT

- Acted in various capacities to create dynamic video and photo content, including: directing, shooting, producing, video editing, photography, photo retouching, and motion graphics animation.
- Wore many hats in a boutique, small business environment, requiring creative problem solving to plan and execute projects on time and with impeccable quality.
- Partnered with brands and artists including: Microsoft, Radiohead, Rufus Wainwright, Dollar Shave Club, Kashi, Taylor Mac, The New York Times, Georgia Tech, University of Michigan.

Chobani

Creative Lead, Brand Communications

AUG '14 – AUG '16

- Created video content for consumer-facing promotional initiatives, events, and social media platforms (including Facebook, Twitter, Instagram, and Snapchat), 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.
- 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.

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 2017: Premiere Pro, After Effects, Photoshop; Dragonframe; Cinema 4D, Capture One; Boris Continuum Complete; Resolume Arena;

EDUCATION

BA, Modern Literature, University of California, 2006.