

Jake Ross

Senior Creative &
Marketing Strategist

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Skills

Leadership and Strategy

- Team and Project Management
- Brand Development
- Creative Direction
- Campaign Planning
- Budgeting and Scheduling

Creative and Content Production

- Art Direction
- Graphic Design
- Photo and Video Production
- Web Design and Development

Marketing

- Social Media
- Email Marketing
- CRM Management
- Copywriting
- SEO Fundamentals
- Analytics Interpretation
- Event Marketing and Production

AI-Enhanced Capabilities

- Prompt Engineering
- Generative AI for Design,
Copy, and Image Creation
- ChatGPT-Powered Strategy
and Content Ideation
- Creative Automation Workflows

With decades of experience building brands, leading teams, and producing iconic campaigns across entertainment, technology, lifestyle, and consumer sectors, I have a proven track record of shaping identities and initiatives that blend bold creativity with strategic purpose. Trusted by studios, agencies, and high-profile clients, my work transforms ideas into impact.

Hudson Pacific Properties - Los Angeles, CA

Publicly traded real estate investment trust (REIT) and studio infrastructure company; parent of Sunset Studios, Quixote, and Star Waggon.

Title: Sr. Director of Marketing, Studios & Services (JAN 2024 - SEP 2025)

Following HPP's \$360M acquisition of Quixote Studios, I was appointed to lead integrated marketing efforts across Sunset Studios and Quixote. I guided my team through the reorganization with clarity and momentum, as well as provided invaluable institutional knowledge to the new leadership. Recently, I played a key role in revitalizing and rebranding the legendary Star Waggon's trailer line by modernizing its look and honoring its legacy. I helped to expand Sunset's global presence and breathed new life into its brand while preserving Quixote's distinct identity. Daily, I oversaw brand positioning, campaign rollout, and content development that supported leading brands in film, television, and commercial production. I directed cross-functional campaigns that spanned digital, print, video, PR, events, and executive communications. Worked closely with HPP's SVP of Marketing and internal comms team to unify messaging across business units and support select commercial real estate initiatives.

Quixote Studios - West Hollywood, CA

Premier studio, vehicle, and equipment rental company serving the film, television, and commercial production industries.

Title: Sr. Director, Marketing & Creative Services (MAR 2013 - DEC 2023)

During my time at Quixote, I evolved the company's identity into an industry-recognized lifestyle brand embraced by clients and crew. The branded apparel I created is worn with pride on-set and off by the professionals who make your favorite films and shows. Most notably, I collaborated closely with the founder and CEO to position the company as a market leader, contributing to its acquisition by Hudson Pacific Properties. Additionally, I led all marketing and creative initiatives across Quixote's divisions, overseeing team operations, budgeting, and tactical planning. Directed brand development, campaign strategy, and content production, spanning digital, print, video, partnerships, and events. Solely built and maintained several iterations of the company website while managing SEO, analytics, CRM targeting, and business listings. Wrote and produced cross-channel messaging, including executive communications and internal presentations. Partnered with external PR teams to expand brand visibility and support key strategies.

Smashbox Studios - West Hollywood, CA

Premier photo studio and creative production hub serving the fashion and entertainment industries.

Title: New Media Production Designer (MAR 2011 - MAR 2013)

Designed, developed, and maintained the company website, ensuring seamless user experience and cohesive brand identity. Created and

Tools

Creative and Design

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro)
- Figma
- Procreate
- Matterport

Web and Digital

- Web Tools (WordPress, Squarespace, Shopify)
- Business Tools (Google, Xext, Meta)
- SEO and Analytics (Yoast, Google Analytics and Search Console)

AI Platforms

- ChatGPT Team
- Adobe Firefly
- Midjourney
- DALL-E

CRM and Marketing Platforms

- Salesforce
- Constant Contact
- HubSpot
- Mailchimp

Productivity and Collaboration

- Microsoft 365
- Google Workspace
- Asana
- Social Media (Hootsuite, Notion, Sprout)

executed marketing content across web, social media, email, and video platforms. Produced digital and print collateral supporting studio events, campaigns, and promotions. Managed SEO performance, analytics reporting, CRM databases, and business listings. Led the design and production of branded apparel, merchandise, and promotional swag.

Spike TV - Santa Monica, CA

National cable channel owned by Viacom (now Paramount Global).

Title: Graphic / Web Designer (JUN 2010 - MAR 2011)

Created graphics, imagery, and digital content for websites, blogs, online campaigns, and on-air programming, supporting the channel's entertainment brand across multiple digital platforms.

FilmTrack - Studio City, CA | FilmTrack.com

Software company specializing in websites and applications for the film and television industry.

Title: Graphic / Web Designer (JUN 2007 - JUN 2010)

Designed and developed websites, interfaces, and digital assets for entertainment clients, with an emphasis on user experience, brand consistency, and visual impact. Clients included Relativity Media, Focus Features, MRC Studios, and Roadside Attractions.

Digital Agency Group - Los Angeles, CA

Digital media agency providing design and marketing services for prominent clients in film, sports, gaming, and consumer industries.

Title: Graphic / Web Designer (FEB 2006 - JUN 2007)

Created websites, graphics, and digital assets to support high-profile campaigns for clients, including Lionsgate Films, Los Angeles Lakers, Technicolor, and Universal / Vivendi Games.

M&M Printing - Los Angeles, CA

Full-service print shop serving hospitality, travel, and corporate clients across Southern California.

Title: Graphic Designer / Pre-Press (AUG 2004 - FEB 2006)

Designed and prepared print-ready files for a diverse client base, ensuring precision and consistency across brochures, signage, and collateral.

Education

Edinboro University of Pennsylvania (2000 - 2004)

Major: BFA - Applied Media Arts - Graphic Design

Minor: Art History