
JON MEDINA



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PORTFOLIO:
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OBJECTIVE

Experienced Graphic Designer with a proven track record of success in leading creative teams resulting in increased client satisfaction and brand visibility.

SKILLS

Leadership • Internal
Communications • Marketing
Creative Direction • Branding
Good Humored & Bilingual.

EXPERIENCE

REGIONAL ART DIRECTOR – CLEAR CHANNEL OUTDOOR | ORLANDO, FL

Jan 2016 - Present

Dynamic Art Director with extensive experience leading creative teams and managing advertising campaigns for the Southeast Region's 7 branches with 60+ Account Executives. Skilled in out-of-home advertising design, transit ads, and complete campaign development.

Proven track record of meeting client objectives while ensuring adherence to design standards and policies.

Adept at overseeing the production process from concept to fabrication while mentoring junior designers to maintain high-quality standards & organizational culture.

ART DIRECTOR, DIGITAL MEDIA & MARKETING CLEAR CHANNEL OUTDOOR | MELBOURNE, FL

May 2010 - Jan 2016

Accomplished Creative Designer with expertise in crafting content for both traditional and digital billboards.

Specialized in setting up dynamic content for digital billboards across Brevard County, Florida, enhancing brand visibility and engagement. Served as the local expert in designing Transit Advertisements, collaborating with local transit authorities in Volusia and Brevard counties to create impactful campaigns. Proficient in pre-press procedures and file handling for large-format printers, ensuring seamless production processes. Demonstrated commitment to adhering to Clear Channel Outdoor brand standards while providing valuable design consultancy to clients, driving successful advertising campaigns and fostering strong client relationships



EDUCATION

FULL SAIL UNIVERSITY

2006 to 2007 – bachelor's in digital arts & design – 3.50 GPA

This bachelor's program was an in-depth learning experience as it covered a broader spectrum of the digital media field. From web to video, to public speaking and presentation.

Got to be a Portfolio Presenter in May 2007.

FULL SAIL UNIVERSITY

2005 to 2006 – associate degree in digital media – 3.20 GPA

Got to be immerse in the Digital Media field. Took courses in Graphic Design, 3D Modeling, Motion Graphics, Video Production, Sound Editing, Web Development, among other great classes.

VOLUNTEER EXPERIENCE OR LEADERSHIP

DIRECTOR OF MEDIA @ CASA DE AVIVAMIENTO ORLANDO CHURCH

Blessed to be serving as Media Director for my local church. I currently direct a team of designers, video editors, sound technicians, and technical staff. Currently managing the online content and directing both our live service, as well as our virtual reach on Facebook and YouTube. Our platforms have shown tremendous growth, with our YouTube channel having more than 10,000 subscribers and a loyal following every week of more than 500 people that our church reaches worldwide.

