

Brandon Jones

Marketing Specialist | Brand Storyteller | Creative Strategist
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Dynamic marketing professional with over a decade of experience in **media production, visual marketing, and brand storytelling**. Proven ability to create impactful multimedia content that elevates brand identity and engages target audiences across platforms. A strategic thinker and hands-on creative with a collaborative spirit, strong leadership, and a deep understanding of digital trends, audience engagement, and content-driven campaigns.

Education

Columbia College Chicago
Bachelor of Arts in Cinema Art & Science | 2014 – 2018

Experience

Hubbard Street Dance Chicago – Chicago, IL
Content Creation Specialist | September 2025 – Present

- Develop engaging digital content that aligns with organizational branding and marketing objectives.
- Create multimedia assets for social media, email campaigns, website content, and promotional materials.
- Collaborate with marketing and creative teams to execute content strategies that increase audience engagement and brand awareness.
- Produce written, visual, and video content while maintaining brand consistency across multiple platforms.

National Louis University – Chicago, IL
Marketing Manager, Media Services | April 2023 – July 2025

- Lead the production of multimedia marketing content to support enrollment, fundraising, and institutional branding.
- Direct video/photo shoots, edit promotional content, and manage external vendors as needed.
- Enhance engagement through data-informed storytelling and compelling visual media.

Steppenwolf Theatre Company – Chicago, IL
Video Producer | October 2021 – March 2023

- Produced video content promoting shows, events, and behind-the-scenes features for digital platforms.
- Delivered high-quality assets under tight deadlines, maintaining brand consistency across all media.

BBA Architects – Chicago, IL

Marketing Assistant (Part-Time) | January 2020 – October 2021

- Created marketing collateral including brochures, videos, and digital campaigns.
- Documented architectural projects through photography and video to support client acquisition.

Film Festival Selections

- **Detroit Black Film Festival** – September 2025
Category: Short Documentary
- **Black Harvest Film Festival** – November 2024
Category: Short Documentary
- **Black & Brown Femme Film Festival** – July 2024
Category: Short Documentary Submission
- **Chicago International Indie Film Festival** – January 2024
Category: Short Length Narrative