

# JAKE RAIMER

GRAPHIC DESIGNER & VIDEOGRAPHER

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 Jake-Raimer  
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## EXPERIENCE

Graphic Designer, **Carisma Creates**  
Brooklyn, NY | July 2021-present

- Member of a small in-house design team driving brand awareness across multiple U.S. markets
- Create large-format graphics for mobile marketing campaigns and pop-up activations
- Design prints for food trucks, bus advertisements, corporate promotions, and PSAs
- Manage multiple projects simultaneously while communicating with clients and the in-house production teams to ensure satisfaction and print approval
- Develop custom digital templates for trucks, buses, and interior event spaces
- Work closely with client-provided brand guidelines, logos, and color palettes
- Assist with set design for 3D vehicle embellishments and experiential marketing projects
- Remotely operate video advertising on vehicle exterior digital screens
- Curate and manage social media content for Instagram, Facebook, TikTok, Twitter, LinkedIn, YouTube, and the company website
- Film and photograph brand activations for promotional marketing materials

Videography & Content Editor, **EatNom**  
Remote | Summer 2021

- Created short form videos for social media promotion highlighting diverse chefs and food establishments throughout NYC
- Edited footage and assembled audio files for EatNom's sizzle reel

Production Assistant & Intern, **American Resilience Project**  
Remote | Fall 2020, Summers 2018-2020

- Organized and cut interview footage for documentary in progress
- Credited in the production of Current Revolution (Ep. 1 & 2)
- Remotely managed online media presence, including Facebook, Twitter, and ARP website
- Assisted with press kit for newly released film's festival participation
- Researched opportunities for screening existing and upcoming films
- Prepared distributions for and attended DC area Board meeting and drafted meeting minutes
- Transcribed interviews for upcoming projects

Co-Chair, **Delta Kappa Alpha Fall Production**  
Washington, DC | Fall 2019

- Organized all aspects from pre-production to production of a student-coordinated anthology series
- Delegated film production roles to 35+ members of Delta Kappa Alpha
- Worked simultaneously as co-producer on several 5-7 minute series episodes

Co-Chair, **District Cinema Student Film Festival**  
Washington, DC | Fall 2019

- Coordinated all aspects of annual festival
- Promoted festival to more than 9,000 students through social media using Facebook, Instagram, Twitter, FilmFreeway, and area university websites
- Organized team of pre-screeners, guidelines for screening, faculty panel for submission review, formal screening, and awards ceremony with 80+ audience members

## EDUCATION

**American University**  
Washington, DC  
**Graduated May 2021**

B.A. **Film and Media Arts**, 3.82 GPA  
Graphic Design Minor  
Environmental Sustainability Minor

Honors: *cum laude*  
Dean's List (4 semesters)

**FAMU, Film & TV School**  
Prague, Czech Republic  
**Spring 2020**

## HONORS/AWARDS

**Eagle Scout | 2016**  
Boy Scouts of America,  
Patriots' Path Council

**William Mules Prize | 2017**  
Morristown-Beard School,  
awarded by faculty to one graduating senior with a passion for learning

**Audience Choice Award | 2015**  
Ventura Water: Take 1 Film Festival,  
public service announcement highlighting stormwater management methods for NJ municipalities (global competition)

## SKILLS

- **Final Cut Pro X**
- **Adobe Creative Suite:**  
Premiere Pro, Photoshop, Illustrator, Lightroom, After Effects, InDesign, Audition
- **Design Within Established Brand Systems & Guidelines**
- **Social & Short-Form Video Editing**
- **Out-of-Home (OOH) Advertising Design**
- **Experiential Marketing Design**
- **CAD & Large-Format File Preparation**
- **Digital Signage Management (OptiSigns)**