

Jason M Harrison

6804 Old Quarry Lane | Austin, TX 78731
979.575.1701 | Jason.M.Harrison@gmail.com

Education: -----

Bachelor of Arts-Journalism/Advertising concentration w/English minor - Sam Houston State University

Special Skills: -----

Adobe Creative Suite, HTML, Fireworks, and all Microsoft Office, Mac and PC proficient, Function Point, Microsoft Project, other project management software, e-marketing/email software, online content management systems, familiar with AP, MLA and APA writing formats, Instructional Design psychology, technology and implementation

Experience: -----

Communications Specialist- May 2008 - Present

Texas Land Title Association- TLTA is a statewide trade association representing the insurance industry in Texas. Founded in 1908 and serving a membership of over 2700, we provide regulatory and legislative advocacy, continuing education and up-to-date information in keeping with our mission to enhance and protect the Texas land title industry.

- Design and maintain E-Newsletter templates and newsletters
- Maintain E-Marketing database, design and write copy for marketing campaigns, develop marketing strategies
- Design all print materials including brochures, print ads, conference installations, marketing collateral, postcards, business cards, letterhead, stationary, and any other project for print delivery
- Maintain the TLTA brand and logo in accordance with company branding style guide
- Maintain TLTA web site including all web graphic and informational design/layout, online products

Owner/Head Designer- October 2003 - Present

DrinkingtheInk Design Studio- This is my personal design studio started in 2003. Through it I have helped designed for every print medium, web, helped launch professional fighting circuits, designed logos and have had a blast doing it.

Clientele: All for which I created web, print, branding, communications design or writing, or some combination thereof:

- Trabian- Web site developers specializing in Credit Unions
- 360training- Fortune 5000 eLearning company
- International Extreme Fight Association- Professional fight promotions
- Legacy Media Group- Promotions group with several print and web assets
- Maroon Weekly- Student-focused magazine based in College Station, TX with a readership of 50,000+
- Lone Star Media- Commercial web/identity development
- Sargas- Recreational sports social networking
- Simply Captivating- Portrait studio
- Lonestar Media - Web/graphic design firm

See examples online: www.drinkingtheink.com

Content Developer/Instructional Design Supervisor - October 2006 - May 2008

360training.com- On-demand e-learning technology, courseware and services specializing in trade specific markets such as real estate, insurance, financial services, OSHA safety, construction, manufacturing, engineering, food/beverage, power & energy, healthcare education and more.

- Utilized personal technological and design skills to create rich, engrossing online courses for students in many different professional disciplines

- Designed, integrated and implemented eLearning components, interactive activities, custom graphics and icons, and new instructional design methods and techniques as well as employee and contractor training
- Lead international team of script writers in preparation for Flash course delivery online while working in conjunction with Flash development team
- Identified and provided feedback to executive team on training and resource needs for content team members
- Participated with other team leaders and managers in continual improvement of all production methods and standards
- Effectively prioritized multiple projects and tasks
- Acted as a resource for questions or problems in the course development stage
- Developed and maintained consistent global standards for quality, planning, development, and on time implementation
- Multi-task management responsibilities and development responsibilities
- Spearheaded planning and implementation of new print division which increased revenue by retaining the most efficient concept-to-market cycle in production
- Provided branding and production design for new print division including the creation of publications and book covers, promotional art pieces, as well as layout and formatting of product copy
- Wrote print ad copy and vendor-authored articles for trade magazines for 360training's live chat software, Chat IQ
- Designed print ads, promotional art and trade show visual materials for 360training's live chat software, Chat IQ

Creative Director- 2006 - 2008

Northgate Music Festival 2006 - Not-for-profit festival held yearly in College Station, TX to promote music in the community with attendance of 8,000-10,000 festival goers and volunteers - College Station, TX - www.northgatemusicfest.com

Lonestar Beatdown - Extreme Cage Fighting events held bi-annually since 2006 - College Station and Houston, Texas - www.lonestarbeatdown.com

International Extreme Fight Association- Extreme Cage Fighting promotion and event production for three arena events - Lake Charles, Louisiana - www.ixfa.tv

- Designed all print material including event posters, event print ads and event promotional material
- Designed event logo, responsible for overall visual and marketing feel of event
- Designed event website
- Edited content for all mediums: newspaper, magazine, radio, promotional materials and online

Contacts: -----

Scott Dawson | owner: International Extreme Fight Association
Contact: 713.819.5447 | scott@extremefightlive.com

Mick Maynard | owner: Maroon Weekly, Legacy Media, Lonestar Beatdown
Contact: 713.702.5043 | mickm@maroonweekly.com

Kevin Fricke | owner: Lone Star Media
Contact: 512.626.0528 | kevin@lonestarmedia.com

John Alexander | owner: Projunction Studios, project manager: 360training.com
Contact: 512.626.0528 | john@projunctionstudios.com