



Jason Rooney

416.902.7410

jason.rooney@gmail.com

hirejasonrooney.com

Profile

Over 20 years in advertising has given me the opportunity to learn and continue to learn from some of the very best. It's also kept me sharp by upgrading my skills to adapt to the changing landscape of advertising.

From retail cars to restaurants to brand campaigns, newspaper to OOH to online & social, I can handle everything the industry throws at me quickly and efficiently.

Experience

Bleu Blanc Rouge 2022 - 2023

Senior Production Artist

Accounts worked on: Desjardins Insurance, Cadillac Fairview, McKesson, Dog Guides, Not!ce, Banrock Station, First Service

Responsibilities: Working together with all departments of the agency to create comps to final layouts for digital, social, OOH, print and brand book campaigns. Using and further developing my skills with HTML animation, video editing and image retouching

BBDO Toronto 1998 - 2022

Senior Production Artist

Accounts worked on: Sobeys, Rogers, Metrolinx, RBC, Visa, Starbucks, Chrysler, Swiss Chalet, Blackberry and more.

Responsibilities: Working with creative teams, producers and account management to create initial layouts, versions and sizes for multiple campaigns. Projects covered newspaper, magazine, OOH, station domination, in-store signage, menus, direct mail, digital online animation(HTML), online videos.

Skills

Many years in the industry has given me the ability to communicate with co-workers at all levels and some clients too. I understand true deadlines and can obtain the information I'll need to do my job as correctly and quickly as possible the first time.

For software, knowledge of Adobe products is a must. InDesign, Photoshop, Illustrator and Acrobat are used on a daily basis. Video animation has been achieved with AfterEffects. MediaEncoder has been a regular sidekick with video animation projects.

Microsoft Office products have been used for exchanging copy decks, tracking media plans and making presentations.

Google Workspace has been used more with the work from home situation. Presentation decks to the account team and client as well as tracking the changes have been handled efficiently using the Google tools.

Digital animations have been coded by hand with a storyboard built in Photoshop.

References

Available upon request